## AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

August 1, 1956

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ESTABLISHED 1875

## AMERICAN NURSERYMAN

[Registered U. S. Patent Office]

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

VOL. CIV, No. 3

**AUGUST 1, 1956** 

Founded 1904
With which was merged 1939
THE NATIONAL NURSERYMAN
Established 1893

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Published on the
first and fifteenth
of each month by the
AMERICAN NURSERYMAN
PUBLISHING COMPANY
343 South Dearborn Street,
Chicago 4, Illinois.
Telephone: WAbash 2-9011



Subscription Price: \$4.00 per year; outside United States, \$5.00; Single Copies, 20c.



Advertising Rates
On Application.
For Closing Dates
See Next Page.



Entered as second-class matter December 14, 1933, at Chicago, Ill., under act of March 3, 1879.

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Forms for the August 15 issue will close Friday, July 27.

Forms for the September 1 issue will close Friday, August 10.

Mail copy to arrive at Chicago by these dates—no later!

AN





Feet are draggin'... hat is saggin'.... but we're still a-braggin'..

about the A.A.N. convention

(an origination of Howards of Hemet, California)

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P. S. To those of you who stopped off at Hemet to see us during the Convention . . .

it shore was a pleasure.

"Jeasoned Rosebushes HEMET . CALIFORNIA

## AMERICAN NURSERYMAN

F. R. KILNER Editor and Publisher

FRED H. KILNER Managing Editor

C. A. BRADY, Jr.
Advertising Manager

## Editorial

## FAIR TRADE PRACTICES

Now in effect, the fair trade practice rules promulgated by the federal trade commission spell out deceptive procedures long frowned on by this industry and may make easier the curbing or elimination of operators who do harm to trade and public both.

The final draft is a simplified and concrete presentation of more verbose and complicated ideas with which the trade conference dealt. Several controversial matters were eliminated or resolved in a fashion that should be quite satisfactory. These were quoted in the report on the release of these rules in the July 15 issue of this magazine.

As they now stand, the rules do not hamper any reputable and well-intentioned nurserymen. They are expressly designed to indicate clearly what is considered by the commission to be deceptive either in the form of misrepresentation or in the departure from recognized trade practices.

It would be well for every nurseryman to know these rules so that they may be a guide to restrain the enthusiastic advertising writer who occasionally strays from the realm of fact to that of fancy. Plants that are worth selling possess enough desirable attributes to provide descriptions that will interest buyers.

## WHAT HOLDS EMPLOYEES

Many employers believe that high wages are the prime requisite to hold employees, and while there are some workers who are little subject to other influences, evidence is plain that there are other important considerations, aside from the results of industrial surveys and the like.

In this field it is well known that there are many small operators who are working for themselves for less income than they could earn working for others. Perhaps some have the illusion that they will win affluence on their own, as some do, but probably more go their single

## The Mirror of the Trade

way seeking a feeling of independence, of being one's own boss.

From the evidence it is obvious that the human element is to be reckoned with, that more people than ever before feel that man does not live by bread alone. High wages and high employment have given the great majority of our population a taste of other things.

Successful employers recognize the human element and endeavor to give it its due. Some nurserymen have a natural understanding and tact that promote close, friendly relations. Others develop the loyalty of employees by giving them the feeling of importance that goes with positions of responsibility, in minor operations as well as in supervising the work of other employees. Titles are not always necessary, though they often help.

Not only the increasing knowledge of employee relations, but also the rising cost of labor turnover is giving reason to think of this subject and to translate thinking into action in regard to one's own employees. The type of locality, the class and sex of employees, the character and size of the business and other factors vary the nature of the problem, so that each employer must be guided by his own situation to formulate a solution.

## COST FINDING

The National Landscape Nurserymen's Association has sent each member a binder in which to file bulletins or other material supplied from time to time by the secretary on cost finding. The first piece, which accompanies it, is a reprint of an article from a general magazine describing the usefulness of professional accountants to the small businessman.

Since the late John Surtees compiled his books on nursery cost finding, many firms in this field, large and small, have come awake to the importance of this subject and have done something to ascertain their costs. Some experiences have been reported from time to time in this magazine. It is hoped that members of the N. L. N. A. will contribute theirs for the benefit of their fellows.

The nurseryman no longer works alone and in the dark on this subject. The income and social security taxes have impelled a large majority of businessmen, small as well as large, to engage the services of a C. P. A. The counsel obtainable from that source has been soon apparent, and alert managers obtain advice, not only on taxes and finances, but also on costs and operational expenses.

In the nursery industry the differences in type of business, size, location and ownership do not permit sweeping generalizations of a useful nature. But there are problems in this industry common to a group of considerable size, so that the exchange of data is helpful. The C. P. A. in his study of an individual enterprise can suggest the application not only of his accounting procedures, but also of the trade practices which are pertinent.

## BUSINESS MORTALITY

While the number of business concerns in the United States rose to a record height—more than 4.250,000—the mortality of enterprises was high compared to the number of new firms, even in this year of prosperity. Some 370.000 new firms were established, while about 310.000 closed up.

The firms that went out of business included those established for some years—because of death of the proprietor, retirement because of age or some other reason—but most of them were of short duration. They might be termed experiments in business operation because of their brevity.

These brief attempts occasion much waste in the business world, through loss in capital invested by the short-lived owners, through credit losses to others, etc. To run a business seems easy to those who have not done it, and many engage in the attempt with little preparation-in spite of the increasing number of books on business management and periodicals devoted to pertinent subjects. Anyone who contemplates an independent venture may prepare himself for the step by study of procedures and methods used by successful persons in the field. An instance is the series of articles in current issues of this magazine which offer practical suggestions on all the important phases of operating a garden center.

Whatever the line to be undertaken, the employee who wishes to start out on his own will save money and promote his chances of success by advance study and investigation. N

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## A.A.N. Members Find Welcome in West

## Optimism Voiced for Industry's Continued Growth

Final registration at the American Association of Nurserymen's 81st annual convention, in the Hotel Statler, Los Angeles, Calif., July 15 to 19 was 1,062, second highest in the history of the association. The meeting found the association in good financial shape, but concern was shown over the decrease in membership and the anticipated budget, which was expected to exceed income for the first time in 18 years.

Round-table discussions again were a featured part of the convention, with landscaping, wholesale production, mail order and garden shop-salesyards the principal topics. The fair trade practice rules were discussed by the special counsel of the A. A. N., and the highway committee report was engrossing.

As usual, the allied groups held separate meetings during the convention. Entertainment was one of the features of the convention, with separate programs being planned for the juniors and ladies. Highlight of the entertainment activities was the gala program at the Moulin Rouge for the past presidents' banquet and dance Wednesday evening.

Recipient of the Norman Jav Colman award was Dr. H. B. Tukey, head, division of horticulture, Michigan State University, East Lansing, Mich. Ray D. Hartman, Leonard Coates Nurseries, Inc., San Jose, Calif., was presented the Baby Ramblers' award.

Details of these and other activities at the convention are reported fully on other pages of this issue.

## Elections

Clyde H. Stocking, San Jose, Calif., was elected president of the A. A. N. for the 1956-57 term, being elevated from the office of vice-president. Newly elected to fill the vice-presidency was John Fraser III, Huntsville, Ala., who also has another year to serve as director from region II.

Re-elected as directors were Valleau Curtis, Callicoon, N. Y., from region I; Robert M. Hobbs, Bridgeport, Ind., from region III, and C. J. Lauden, Tyler, Tex., from region V. Leonard H. McGuire, Tacoma, Wash., was elected director from region VI for one year to fill the unexpired term of Mr. Stocking.

Member at large of the board of directors will be Vernon Marshall, Arlington, Neb., immediate past president of the association. William Flemer, Jr., Princeton, N. J., was re-elected trustee for a 3-year term.

The first general business session was called to order Monday morning, July 16, by President Marshall, who promptly delivered his president's address. He stated that the firm of business consultants engaged to review the association's methods of financing, including the dues structure and investment policies, was complimentary regarding the present methods of handling dues; the main recommendation had to do with a change in the method of handling investment of reserve funds. He referred to the fair trade practice rules for the industry promulgated June 27, stating that this act terminated a 3-year effort on the part of the A. A. N., in cooperation with the National Mail Order Nurserymen's



Clyde H. Stocking

Association, to obtain a set of rules.

Mr. Marshall related that he and R. P. White, executive vice-president of the A. A. N., had attended meetings of the United States Chamber of Commerce's committee on civic improvement and found that private loan agencies are supplying loans for landscaping; so the A. A. N. has decided not to take any steps to get Congress to reinstate landscaping as an insurable item under title I.

Touching on government competition with private industry, he said that 11 federal nurseries have been eliminated from defense department operations and others are scheduled to go. Mr. Marshall presented details of the new highway bill, emphasizing that the new interstate system would demand at least three and one-third times more plant material for roadside use, and if the state associations of nurserymen cooperate with other groups interested in the roadside, even a greater use of plants for safety and functional purposes can be promoted.

Continuing his address, Mr. Marshall urged the adoption of the recommendations of the second Hoover commission. He stated that for the first time in many years, the membership report was not a good one. Even though 80 new members were accepted during the past year, there was a net loss in members. As of July 1 there were 1,506 members, compared with 1,535 a year ago. Mr. Marshall said he believed too much emphasis has been placed on the socalled preferred list of prospects for membership and not enough on the rest of the list of prospects on file.

The paying of dues in proportion to volume of business is, as always, a matter of concern to the board of directors, he stated. The reports in the trade press of gains in business of from 10 to 20 per cent are not consistent with the 5 per cent increase in dues paid. Nor, he added, are they consistent with census figures, which show a 39 per cent increase over the past five years. President Marshall emphasized that dues in the A. A. N. should be considered an investment from which profits will be obtained.

## Treasurer's Report

The over-all financial structure of



John Fraser III



## DR. TUKEY RECEIVES COLMAN AWARD

The Norman Jay Colman award for distinguished service to horticulture was presented July 16, at the keynote luncheon at the A. A. N. convention, by President Vernon Marshall to Dr. H. B. Tukey, head of the department of horticulture, Michigan State University, East Lansing. Dr. Tukey's work has covered research, teaching and extension in the entire horticultural field.

Prior to his appointment at Michigan State University in 1945, Dr. Tukey completed 25 years of service in New York state, where he had been chief in research at the New York state agricultural experiment station at Geneva and professor in pomology at Cornell University, Ithaca. His special fields have been plant propagation, rootstocks, fruit culture, developmental morphology and embryo culture, and he has given much aid in nursery and orchard problems.

Dr. Tukey is a member of and has given valuable service to numerous scientific and horticultural organizations and has also written extensively for publications in these fields. He is an honorary director of the New York State Nurserymen's Association, a group that he served many years as secretary. He has traveled widely, conducting surveys, recently completing a round-the-world trip. In addition, he has a long record of civic contributions.

the A. A. N. is good, said Valleau Curtis in his treasurer's report. Expenditures during the fiscal year were \$8,014.77 less than the total income. The outlook for 1956-57 is for an estimated balance as of June 30, 1957, of \$12,184.42. Available for budgeting for marketing development and publicity in 1956-57 is \$60,702.15, he said.

Three basic current problems, he pointed out, directly or indirectly affect the association's financial status. First, the cost of paying one-half the delegates' travel expense to the convention this year is about 8 per cent of the association's total income. Thought as to the size of the board of delegates should be given, he believed. Second, as the membership increases, more services are demanded, and in some cases such demands can become impossible to meet, simply because of the inability to finance them. Three, if the dues-paying membership would examine their individual payments on a more conscientious basis, problems one and two would be resolved, he concluded.

### Group Insurance Report

Curtis H. Porterfield, A. A. N. secretary, reported on the group insurance program. Because of its growth, he said, a 15 per cent dividend was declared this past year and the money borrowed from the general fund to initiate the plan has been repaid. There are now more choices under which a member can enter the plan, he pointed out, and he said the prospect of lower premiums is in sight.

## **Publicity Program**

Reporting for the market development and publicity committee were Richard Wyman, Jr., Framingham, Mass., and Howard P. Quadland, New York city. Mr. Wyman said a booklet is now in progress, entitled "Good Landscaping Is Good Business." This, he added, will help to sell industrial planting. Referring to "operation home improvement" instigated by the building trades, he said the nursery industry should ride along with it. The committee hopes to put out a booklet on this subject by fall.

The committee, said Mr. Wyman, is considering making another motion picture. Much was learned by making "Landscape for Living" this past year. The theme would be remodeling, for Mr. Wyman believes that there is a bigger market in relandscaping than in new home plantings.

Mr. Quadland supplemented the remarks of Mr. Wyman, saying that the true value of nursery stock has to be realized and told to the public. This is the landscaping age and has to be publicized as such. There is every reason for nurserymen to be confident of a bigger and better year, he concluded.

## Dr. Tukey Talks

A special feature during the morning session was the talk delivered by Dr. H. B. Tukey, head, division of horticulture, Michigan State University, East Lansing, entitled "The Future of Ornamental Horticulture." He said that he had just returned from a 6-week trip around the world. While the United States has advanced in so many lines, he said, it has progressed in planting less than favored countries. It is essential for us to make ornamental horticulture a necessity for everyday living. In England during World War II, other

budgets were cut, but not that for planting.

The job is not merely to recognize the problem, he said, but to work actively on it. Nurserymen should insist that all buildings, schools, highways, etc., be planted and not stop until this is accomplished.

The morning session was concluded with the nominations for directors and officers, followed by a showing of the film, "Landscape for Living."

## Keynote Luncheon

Concern over a philosophy fixed in too many persons' minds that either war or depression is inevitable for the United States was expressed by Rex Nicholson, president of the Liquid Carbonic Corp., Chicago, Ill., at the keynote luncheon, July 16. In a talk entitled "The Business and Professional Man's Secret Weapon," he branded this a fallacious belief and revealed the weapon to combat it. It is the ability to think on a positive, determined and optimistic basis, also to have faith in the competitive enterprise system, the future of this nation and the genius of the American people to produce the needs for their excellent standard of living. This philosophy might best be expressed, he said, by Henry Ford's office motto, "If you think, you can."

## Bank Loans for Landscaping

While the program for July 17 was mainly devoted to separate round-table discussions for land-scape, mail-order, garden shop and wholesale nurserymen, as described elsewhere in this issue, a general A. A. N. session was held in the afternoon to receive reports of these [Continued on page 99]

## New Fair Trade Rules Surveyed by Counsel

As an introduction to the discussion on the fair trade practice rules for the nursery industry, led by James A. Horton, special A. A. N. counsel, Clark Kidd, Arp Nursery Co., Tyler, Tex., gave the report as chairman of the trade practices and ethics committee Wednesday morning, July 18. Unfair trade practices such as have occurred in the past and received much newspaper publicity will become fewer in the future, he affirmed.

Mr. Horton said he has attended many A. A. N. meetings and has been highly impressed with the seriousness of purpose and the number of services rendered by the association. As to the fair trade practice rules which were to become effective July 27, 1956, Mr. Horton said the nurseryman should not take them as a series of "don'ts" but they should be a part of one's everyday business operation. The rules are not perfect, he said, but in order to have them released before the convention in Los Angeles, it was necessary to cease debate on a few minor points. However, he added, the federal trade commission said to release the rules and see how the nurserymen live with them, and then revisions can be

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Taking a copy of the rules, Mr. Horton said, the word "solely" was inserted in the definition of industry products where it says, "Not included are florists' or greenhouse plants solely for inside culture or use and annual vegetable plants," so that flo-



Charles S. Burr

rists, after having pulled rosebushes from greenhouse benches, will become subject to the rules, just as nurserymen. Thus the florist selling this type of rosebush would be subject to the last paragraph of rule 5, which says the bushes would have to be disclosed as greenhouse bench rosebushes which were discarded after having served their usefulness in cut flower production.

Section (g) under rule 1, regarding deception about appearance, needs clarification, said Mr. Horton, for he believes it means appearance at the time of maturity. Also section (h) under rule 1, regarding deception on root system, is difficult to understand.

Referring to rule 3, "Substitution of Products," he said there was much disagreement on this rule. Mr. Horton said that the A. A. N. office will send out a sample order blank soon, containing suggested language which will comply with section 3 of this rule. Mr. Horton said the important thing is that the purchaser must be notified when a substitution is made.



James A. Horton

There is nothing in the rule, he said, which will prevent the seller from making an adjustment if the purchaser is not satisfied with the substitution.

Mr. Horton believed that order blanks should be numbered consecutively, with one copy being filed alphabetically and the other numerically. A tag with a corresponding number should be placed on any substituted material, with instructions to return the tag if the substituted material is not satisfactory.

[Continued on page 106]

## **Highway Committee Report**

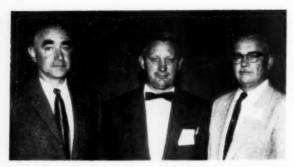
The federal highway act of 1956 could well result in one of the biggest, if not the biggest, impacts on the nursery industry to date, said Charles S. Burr, Manchester, Conn. in his report as chairman of the highway committee of the A. A. N. Thursday morning, July 19. The huge expenditures will help the nurserymen's business through its bolstering of the whole economy, but of more direct benefit will be the necessary use of tremendous quantities of planting material for functional landscaping on the highways.

Mr. Burr reviewed the 10 ways that nursery stock can be used in a functional manner consistent with highway safety: (1) Planting median strips of divided highways to cut headlight glare and to eliminate head-on collisions. (2) Planting shoulders with heavy shrubbery to cushion impact, making it possible for a car to leave the road with little or no damage to its occupants. (3) Landscaping to create an interesting roadside, avoiding monotony and eliminating highway hypnosis.

(4) Tree or shrub planting to delineate otherwise sudden curves, making roads safer by night and better to look at by day. (5) Simple planting to improve the appearance of all highway accesses - bridges, signs, maintenance building and vards. (6) Attractive landscaping to encourage use of toll roads. (7) Using root systems of trees, shrubs and ground cover to stabilize shoulders and prevent erosion. (8) Adequately planning the use of trees and shrubs to cut highway noise and dust, not only improving roads but enhancing property values along right of ways. (9) Screening unattractive or distracting views from motorists by heavy shrubs or trees. (10) Creating landscaped turnouts and rest areas to help fight driver fatigue.

Referring to the booklet, "Deadly Motoring or Planted Safety," Mr. Burr said that approximately 18,000 copies had been distributed to people and groups responsible for highway construction and able to acquaint the

[Concluded on page 108]



New officers of the National Landscape Nurserymen's Association, left to right, Allan Dalsimer, president; Russell Zakariasen, vice-president, and Gervin Pringle, treasurer.

## Allied Groups Busy at Los Angeles

## N. L. N. A. ELECTS

The 14th annual meeting of the National Landscape Nurserymen's Association was held at the Statler hotel, Los Angeles, Calif., in sessions preceding and following the roundtable discussions. Elected to offices for the 1956-57 term were Allan Dalsimer, Dalsimer, Inc., Cedarhurst, N. Y., president; Russell Zakariasen, Homedale Nursery, Hopkins, Minn., and Gervin Pringle, Florida Nursery & Landscape Co., Leesburg, Fla., treasurer. Lloyd Platt, Platt's Landscape Nursery, Davenport, Ia., continues as executive secretary.

Newly elected to the executive committee were John M. Eisler, Eisler Nurseries, Butler, Pa., for region 1; W. R. Taliaferro, Mount Pleasant Gardens, Fort Thomas, Ky., region 2; Harold Parnham, Robinson & Parnham, Des Moines, Ia., region 4, and Frank Tomlinson, Tomlinson's Select Nurseries, Whittier, Calif., region 6. Holdover members of the committee are Jack Siebenthaler, Siebenthaler Co., Dayton, O., and Gerald Spoor, Holland Nursery, Tulsa, Okla. The retiring Walter Christianson. president, Christianson Landscape Service, Fargo, N. D., is member at large.

The meetings were devoted entirely to association business. Mr. Zakariasen showed and discussed a proposed booklet for members to be sent to architects, real-estate developers and mortgage holders to induce them to include the landscape plans in the integral building project. Mr. Platt showed several ideas for N. L. N. A. seals submitted by members. Mr. Zakariasen also discussed the association's rating plan report, which is a rating on performance of wholesale suppliers of nursery stock, as to quality, trueness to name, type and condition of shipping, quality of balling, type of packing, etc. It is a great aid to members in selecting a new source of supply. N. L. N. A. members may join the plan by paying a fee of \$5 and supplying reports. Mr. Pringle told of the proposed Spade Club, an incentive award to members bringing in the most new members

Prof. O. H. Batcheller, head of the department of ornamental horticulture, California State Polytechnic College, San Dimas, spoke briefly on the value of the N. L. N. A. college landscape nursery course surveys. He believed good men could be obtained for nursery work if they were interested early, as other industries try to create interest in high school students and do not wait until they are in college. He said that he had never had a graduate he could not place in a job; in fact, he never had



Presentation of planting of 1956 All-America Rose Selections award winners to city of Los Angeles; kneeling, left to right, Dr. Walter E. Lammerts and Eugene Boerner, hybridizers of the two winning rose varieties; standing, L. A. Dean, president, A. A. R. S., and a representative of the city parks department. enough to fill the requests from nurserymen.

Most of the afternoon session was devoted to a discussion of the need for a full-time paid executive secretary and ways to raise funds to pay for his services. The executive committee is to report on the matter at the next meeting, in January, 1957. Mr. Pringle told of the growth of the Florida Nurserymen's and Growers' Association since it had employed an executive secretary, and that secretary, James Griffin, was a guest at the meeting to describe his work and the program of his association.

## N. L. N. A. TOUR

Approximately 100 nurserymen were included in the National Landscape Nurserymen's Association tour Sunday afternoon, July 15. Three buses drove the group to visit landscaped areas in the Los Angeles region. Leaving from the Hotel Statler and driving out Wilshire boulevard, the nurserymen were impressed by the large number of shops which had been designed with built-in flower boxes or spaces for plantings. Various types of ivies, large philodendrons and various small plants gave the buildings a rich appearance.

A circle was made of the Prudential building to view the plantings, which included pittosporum hedges and beds of Algerian ivy. Of interest was the Bignonia chereri trained on a wall surrounding the building. Continuing through Park La Brea the group observed many hedges of

white oleander.

The \$150,000 landscaping planting of the Beverly Hilton hotel, done by the Evans & Reeves Nursery, was seen from the buses, and the elaborate planting in front of the J. W. Robinson department store was observed.

The tour progressed through Westwood and around the University of California campus. Beautiful eucam

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lyptus and rubber trees were seen in abundance.

A short stop was made at the Evans & Reeves Nursery, where the group saw several acres of subtropical plants in beds under lath. Orchids were being grown for bedding, and a dozen varieties of aralias being tested were growing well. About 15 varieties of rubber trees were in evidence at the nursery. After the visitors had partaken of the refreshments provided, Walter Christianson, Fargo, N. D., president of the N. L. N. A., thanked Jack Evans and his sons for their hospitality.

The residence of Eula Lee-Mosher was next inspected. Raymond Page, Los Angeles, a landscape architect who was responsible for planning the \$90,000 landscape job, conducted the group through the grounds. He informed the nurserymen that the planting had taken 18 months to complete.

The tour was concluded after a drive through Hollywood to see famous points.

## A. A. R. S. OFFICERS

At a meeting of All-America Rose Selections, July 14 and 15, at the Hotel Statler, L. A. (Slick) Dean, Arp Nursery Co., Tyler, Tex., was re-elected president, and David Stump, Armstrong Nurseries, Ontario, Calif., vice-president. Ralph M. Dasher, Florence, Ala., is executive secretary-treasurer.

Paul Howard, Howard Rose Co., Hemet, Calif., was elected a new director. Holdover directors are E. S. Boerner, Jackson & Perkins Co., Newark, N. Y.; F. W. Miner, C. R. Burr & Co., Manchester, Conn., and J. F. Sjulin, Inter-State Nurseries, Hamburg, Ia.

A planting was dedicated the afternoon of July 14 at Exhibition park of the two 1956 A. A. R. S. award winners, White Bouquet and Golden Showers, a gift of the society to the city of Los Angeles.

## CAMELLIA ELECTION

All-America Camellia Selections met July 17 at the Hotel Statler, Los Angeles, Calif., and elected Martin Usrey, Monrovia Nursery Co., Monrovia, Calif., president, and John Wight, Wight Nurseries, Cairo, Ga., vice-president. Ralph Dasher, Florence, Ala., was reappointed secretary.

Named to the board of directors for a 3-year term was Rene Casadaban, Casadaban's Nursery, Abita Springs, La. Holdover directors for two more years are Jacques Legendre, Gulf Stream Nursery, Wachapreague, Va., and Vernon James, James Rare Plant Nursery, Campbell, Calif., and for one more year, Tom Dodd, Jr., Tom Dodd Nurseries, Semmes, Ala., and J. Awdry Armstrong,

## BABY RAMBLERS

At a breakfast meeting July 16 at the Hotel Statler, Los Angeles, the Baby Ramblers elected Daniel B. Gardiner, Boone Gardiner Nurseries, Louisville, Ky., president; J. B. Baker III, Baker Bros. Nursery, Fort Worth, Tex., vice-president, and Charles Greening, Greening Nursery Co., Monroe, Mich., secretary-treasurer.

There are 69 members in the association of nurserymen's sons. Added to the roster at this meeting was Pat Dering, son of Mike Dering, Peterson & Dering, Scappoose, Orc. A biographical file of all members is being compiled.

At the keynote luncheon of the A. A. N. convention, July 16, the Baby Ramblers presented its annual award for distinguished service to the nursery industry by a nurseryman to Ray D. Hartman, president of Leonard Coates Nurseries, Inc., San Jose, Calif. The award was an onyx desk set of pen and clock, with an engraved inscription. Presentation was made by Willis Stribling, Stribling's Nursery, Merced, Calif.

Mr. Hartman was born at Boulder Creek, Calif. In 1908 he started Nature Nursery, collecting native plants. From 1917 to 1923 he was superintendent of insect control and assistant entomologist, United States Department of Agriculture, and for the following two years was chief of the California nursery service, after which he bought the Leonard Coates Nurseries.

Founder and first president of the Central California Association of Nurserymen, Mr. Hartman is also a past president of the California Association of Nurserymen, Western chapter of the National Shade Tree Conference, National Landscape Nurserymen's Association, Pacific Coast Nurserymen's Association and the California Horticultural Council. He served on the executive committee of the A. A. N. in 1948 and in 1955 was elected first vice-president of the American Horticultural Society. In 1951 he founded the Saratoga Horticultural Foundation. He belongs to the National Association of Plant Patent Owners and the Plant Propagators Society, and in 1955 he received the Pacific Coast Nurserymen's award.



Willis Stribling, left, presents Baby Ramblers' award to Ray D. Hartman at A. A. N. convention keynote luncheon.

## PROTECTIVE MEETING

William Flemer III, Princeton Nurseries, Princeton, N. J., was elected president of the American Nurserymen's Protective Association at a meeting held Tuesday morning, July 17. Gordon Bailey, J. V. Bailey Nurseries, St. Paul, Minn., was elected vice-president, while the directors re-elected were as follows: Region IV, George Welch, Mount Arbor Nurseries, Shenandoah, Ia.; region V, E. L. Baker, Baker Bros. Nursery, Fort Worth, Tex, and region VI, C. Bert Miller, Milton Nursery Co., Milton-Freewater, Orc. The directors from regions I, II and III have one more year to serve.

Five new firms were elected to membership, while two were lost during the past year, bringing the total to 111. A committee was appointed by the new president to recommend additional services that the association might render to its members.

## BREAKFAST MEETING

The American Association of Botanical Gardens and Arboretums held a breakfast meeting Tuesday, July 17, with A. A. N. officials. John C. Wister, director of the Arthur Hoyt Scott Horticultural Foundation, led the discussion on "How Botanical Gardens and Nurserymen Can Cooperate in the Introduction of New Plants."

Participants in the discussion were Ray Hastings; Brian O. Mulligan, University of California Botanical Gardens; R. P. White; Dr. Mildred Mathias, U. C. L. A., and Norville Gillespie, garden editor of the Examiner.

After much discussion of the prob-[Continued on page 108]

## **Round Tables Popular Attraction**

Landscape, Garden Shop-Salesyards, Wholesale Production and Mail Order

One of the most popular and instructive sessions of the A. A. N. convention in Los Angeles, Calif., was the round-table discussions held Tuesday morning, July 17. In order to attract the greatest and widest interest of the attending nurserymen, four sessions were scheduled on landscape, mail order, garden shop-salesvard and wholesale production.

The discussions were held in separate rooms, conducted by a moderator who called upon four panel members to speak on pertinent topics. Questions were encouraged and received from the audience. At the general session Tuesday afternoon the four moderators gave a summary of the morning discussion.

## **Garden Shop-Salesyard**

Moderator for the round-table discussion on "Garden Shops and Salesyards" was John McDonnell, Oakland, Calif. First speaker was Donald Perry, San Anselmo, Calif.; his subject was "Markups for Nursery Stock and Store Merchandise." Mr. Perry said that markup should be for profits. The old rule of thumb was a markup of double the cost price.

Mr. Perry showed figures based on a survey made of 20 garden shops in the San Francisco area and used figures for a \$100,000 annual valume of business to illustrate his ideas on markup. The survey showed that for each \$100,000 worth of business each shop had an average cost of goods amounting to \$55,000, leaving a gross profit of \$45,000. Operating costs

totaled \$24,000 and other costs of operation were \$18,000, leaving a net profit of \$3,000 on \$100,000 volume, which he termed inadequate.

Since hard goods gross profits are pretty much set by standard cost and sales prices, Mr. Perry said that the needed markup on nursery stock should be increased from the old double to  $2\frac{1}{2}$  times the cost price. This means, he said, that it is usually necessary to have a markup of  $2\frac{3}{4}$  to 3 times, in order that losses, etc., can be compensated for. The three main considerations of markup, he said, are estimating the volume expected, knowing the cost of doing business and determining the profit you desire.

The second speaker on the panel was Charles Crum, sales manager, Rosedale Nurseries, Los Angeles, Calif., and his topic was "Inventory Control of Plant Material and Store Merchandise." Inventory control relieves the pains in operating a business. He cited an instance of his own firm in analyzing grass seed sales. Out of 9 varieties handled it found only 3 had a satisfactory turnover. By eliminating the poor sellers, it was possible to cut down inventory.

[Continued on page 111]

## **Wholesale Production**

An interested group of 50 nurserymen attended the round-table discussion on wholesale production, moderated by Walter Borchers, W. B. Clarke & Co., San Jose, Calif. Management, production, distribution and credit and collections were the topics discussed, the speaker on management being Vincent Bailey, J. V. Bailey Nurseries, St. Paul, Minn. He said the firm keeps its record of stock current, bringing it up to date every day. This is particularly important, he emphasized, especially during the selling season.

Inventory, continued Mr. Bailey, is one of the biggest headaches, for when the stock is counted in the field in June the figures have a way of changing in winter. A continuing record is kept of sales, for this will indicate trends.

Talking on attracting young men to the nursery business, Mr. Bailey said his nursery has a bonus system which has been in operation for 15 years. One per cent of an employee's salary is paid each year up to 10 years and one-half per cent after 10 years. The bonus is paid as long as the company shows a profit. Also a profit-sharing retirement fund is in operation at no expense to the employee. A nurseryman in the audience added that his firm sets up a budget; if the sales are exceeded, the employees share in the added profit, thus giving them an incentive.

Switching to inventory records. Mr. Bailey said his firm uses a cardex system. Estimates are put on the cards in the summer months and sales placed against them. The final grade counts are made in the fall. Evergreens, he added, are graded in the field during the summer.

The second panel member, Jack [Continued on page 110]



Moderators for round-table discussions, left to right, George Rose, John McDonnell, Walter Borchers and Harold Parnham.

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# A.A.N. Train Tours the Scenic Northwest

A noisy reception greeted the speical convention train as it pulled into the station at Los Angeles, Calif., Saturday morning, July 14. J. Awdry Armstrong, Ontario, convention chairman, was on hand to welcome the nurserymen. As a band struck up, "California Here I Come," and pistols cracked, Vernon Marshall, Arlington, Neb., president of the American Association of Nurserymen, and his wife descended from the train. A large bouquet of orange bird-of-paradise blooms was presented to Mrs. Marshall. Immediately following and welcomed to Los Angeles were Richard P. White, Washington, D. C., A. A. N. executive vice-president, and his wife; Vincent K. Bailey, St. Paul, Minn., director from region 4, and his wife, and Past Presidents John Wight, Cairo, Ga., and Governor Lloyd Stark, Louisiana, Mo., and their wives. The attractive Sunkist twins, Miss Los Angeles and Miss A. A. N., were on hand to pose for pictures with the association officers and convention



Portland hosts greet A. A. N. officials in train party—Left to right, W. Pete Nuffer, president of the local A. A. N. chapter 12 in Oregon: Vernon Marshall, president of the A. A. N.; Richard P. White, executive vice-president of the A. A. N., and Paul Van Allen, chairman of the arrangements committee for the convention train stop at Portland.

Welcome had also awaited the convention train at Seattle, Wash., where the nurserymen spent a day, with local A. A. N. chapter 28 and the Washington State Nurserymen's Association, Inc., acting as hosts, and at Portland, Ore., where local A. A. N. chapter 12 and the Oregon Association of Nurserymen greeted the train and served as hosts for the day, while at Merced, Calif., Willis Stribling, Merced, vice-chairman of the 1956 convention at Los Angeles, and his wife, plus W. B. Moffit. western rose ranch manager of Mount Arbor Nurseries, Shenandoah, Ia., and Clarence Perkins, president, Jackson & Perkins of California, Inc., Pleasanton, greeted nurserymen who left the train to tour the rose fields of the two firms.

Members of the American Asso-

ciation of Nurservmen from the south, east, midwest and Canada convened in Chicago Friday, July 6, to board the special convention train for the Los Angeles meetings. By 9:30 a. m. approximately 175 nurserymen and their wives were checked in, and the train departed on time. That evening the group was escorted to the St. Paul hotel, St. Paul, Minn., where they were greeted by Twin city nurserymen and other convention goers. An enjoyable time was spent at the reunion dinner, and two hours later the 200 travelers were on their way westward.

After a brief stay at Winnipeg, Canada, Saturday morning, July 7, the train pursued its way over the Canadian flatlands to Jasper national park. Buses were on hand to transport the group to the Jasper Park lodge, situated on a beautiful lake surrounded with snow-capped mountains. A deep blue, cloudless sky and crisp, clean air added to the scenic beauty.

As the train was four hours late reaching Jasper, the tour to the Columbia icefields had to be canceled. After a delicious lunch at the lodge, buses were engaged to make the tour to the base of Mount Edith Cavell, 20 miles away. The buses wound their way along the glacierfed, Athabaska river and proceeded to make the steep ascent of the majestic mountain. Stops were made at scenic viewpoints along the way to see the pine-covered valley below.

When the buses had climbed to an altitude of 6,300 feet a full view of Mount Edith Cavell was revealed. Rising 11,033 feet above sea level, the snow-covered mountain, glistening

[Continued on page 102]



Washington state host committee and some of the A. A. N. officials who were on the special convention train making Seattle stop. Back row, left to right, Vincent Bailey, Robert Tindall, Winsor H. Bond, LaDon Henson, W. M. Steward, John J. Snyder, Stan Walters, Fred Dent, Paul Mortensen and Robert Moller. Center row, left to right, Governor Lloyd Stark, Dr. Richard P. White, John Wight, Vernon Marshall, Mrs. Paul Mortensen, Mrs. Larry Krause, Mrs. Stanley Walters and William J. (Bill) Smart. Front row, left to right, Harry Post, Larry Krause, Brian Taylor, Harley Mays, Harold Hopkins and John B. Strander.

## A. A. N. Social Events

A reception for the ladies from 4 to 6 p. m. Sunday, July 15, was the first social event of the convention. Refreshments and orchestral music were enjoyed. In the receiving line were Mrs. Willis Stribling, chairman for the party; Mrs. Vernon Marshall; Mrs. Clyde Stocking, and Mrs. R. P. White, wives of the president, vice-president and executive vice-president of the California Association of Nurserymen.

## Ladies' Luncheon

Chartered buses took 341 ladies to the Beverly-Hilton hotel, where they enjoyed a luncheon meeting of the A. A. N. ladies' auxiliary. Following the general color scheme of the Grand ballroom, the tables were beautifully decorated with red roses and gilded ivy. Individual favors of ceramic earrings marked each place.

Mrs. Willis Stribling, Merced, Calif., president, presided at the meeting and introduced the ladies seated at the head table, who were Mrs. Gervin Pringle, Leesburg, Fla., vice-president; Mrs. John A. Armstrong, Jr., Ontario, Calif., secretary; Mrs. Vernon Marshall, Arlington, Neb.; Mrs. Clyde Stocking, San Jose, Calif.; Mrs. R. P. White, Washington, D. C.; Mrs. Valleau Curtis, Callicoon, N. Y., and Mrs. Donald Perry, San Anselmo, Calif., wives, respectively, of the president, vicepresident, executive vice-president and treasurer of the A. A. N., and president of the California Association of Nurserymen; Mrs. John Wight, Cairo, Ga., chairman of the nominating committee, and the California ladies' committee chairman, Mrs. J. Awdry Armstrong, Ontario, Calif.; Mrs. O. L. Weeks, Ontario, Calif., decorations chairman; Mrs. James Meadows; Mrs. Lyman Merrick; Mrs. Constance Elmer; Mrs. Norman Springer; Mrs. Stump, and Mrs. F. C. Tomlinson.

After the reading of the minutes of last year's meeting by Mrs. J. A. Armstrong, Jr., a slate of officers was presented by the nominating committee chairman, Mrs. Wight. The slate was elected, and the new officers are president, Mrs. Ralph Taylor, Jr., Oneco, Fla.; vice-president, Mrs. Jim Lauden, Tyler, Tex., and secretary, Mrs. John Popham, Jr., Osprey, Fla.

A fashion show presented by Ethel Joutras and Fashion Associates provided a delightful afternoon for the ladies present, after which the group was taken by bus on a scenic tour of the city before returning to the Hotel Statler.

## Hospitality Room

Sunday and Tuesday evenings, July 15 and 17, from 8 until midnight, the ballroom of the Hotel Statler was transformed into "Nurserymen's Gulch," with the stage depicting an opera house of the gay 90's. The host was the California chapter of the A. A. N. Sunday evening A. A. N. President Vernon Marshall crowned a pretty young California girl Miss A. A. N., and Tuesday evening he was escorted to the stage by Miss Los Angeles.

A floor show with cancan dancing, a barbershop quartet and guitar solos was enjoyed along with dancing and refreshments.

The afternoon of July 16, conventioners went by bus to Walt Disney's much publicized amusement park, Disneyland, at Anaheim, Calif. It

was fairyland come to life for the youngsters and childhood recollections for the adults. Sections of the park depict "Fantasyland," "Main Street, U. S. A.," "Frontierland" and "Adventureland." Rides on all sorts of conveyances were enjoyed by young and old.

Not the least of the attractions were the landscape plantings done by Evans & Reeves, Los Angeles. All important plants are labeled. A feature story in the July 1 issue describes this huge landscaping project and other features of the park.

## **Junior Entertainment**

Under the able direction of Mr. and Mrs. James Gibbs, Winsel-Gibbs Seed & Nursery Co., Los Angeles, Calif., and their committee, approximately 125 juniors attending the A. A. N. were kept busy with five days of well-planned and exciting entertainment. The committee praised the group for its fine behavior and cooperation.

On the opening day of the con-[Concluded on page 105]

## **Convention Notes**

A fine leather wallet containing over \$300 was presented to William Smart, Shenandoah Nurseries, Shenandoah, Ia., at the keynote luncheon Monday noon, July 16. It was a gift from the A. A. N. members who traveled to Los Angeles on the special convention train, in recognition of Mr. Smart's fine job as transportation chairman. Upon receipt of the gift, he announced this was the last tour he would be able to conduct. He has been transportation chairman since 1928.

Presented to the A. A. N. by President Vernon Marshall was a gavel originally given to his father in 1926 when he was president of the association.

Jess Foster, Onarga Nursery Co., Onarga, Ill., presented a book in Latin, dated 1766, to the A. A. N. executive vice-president to add to the association's library. It contains illustrations of plants and information on new plants of that day.

At the sine die luncheon Thursday, a lemonwood gavel was presented to Richard P. White by the California chapter of the A. A. N. to be added to the association's gavel collection.

Enjoyed by hundreds of the conventioners were the trips to Monrovia Nursery Co., Armstrong Nurseries and Howards of Hemet. Large acreages of rose plants were seen at the latter two nurseries, while on the tour to the Monrovia Nursery Co. the beautiful redwood garden shop on Huntington avenue was visited and the operations at Monrovia and Azusa, with 10 acres under lath, were seen.

International Harvester Co., Chicago, Ill., entertained on the ball-room terrace of the Hotel Statler from 5 to 6:30 p. m. July 17, serving tea and punch.

There were 83 nursery and supply firms represented in the trade exhibits in the Hotel Statler. This was the largest number for any A. A. N. convention. Courtesy coffee with the exhibitors was served Monday, Tuesday and Wednesday mornings.

Suffering a heart attack on the convention train tour while in Seattle was Arthur L. Crelin, Crelin Landscape Service, Bloomfield, N. J. Fortunately, he recovered sufficiently to continue with the group when it departed from Seattle.

Henri Den Ouden, Old Farm Nursery, Boskoop, Holland, planned to fly back to Holland after attending the A. A. N. convention, to attend his daughter's wedding August 5.

For reasons of health, Arthur B. [Concluded on page 105]

## Missourians Assemble at Columbia

By Harold E. Mosher

Nurserymen from Missouri and surrounding states gathered at Columbia, Mo., June 18 to 20 for their annual short course program. Approximately 100 persons attended and enjoyed a combination of educational and entertaining features.

The nominating committee's slate of officers, which was presented at the concluding business meeting, was elected by acclamation. Named to office were: President, Orville Moffet, Moffet Nurseries, St. Joseph; vice-president, Robert Eggers, Arrowhead Nursery, Chesterfield, and secretary-treasurer, Harold E. Mosher, department of horticulture, University of Missouri, Columbia.

The first item on the program was pure pleasure — a get-together buffet at the Daniel Boone hotel Monday evening. "Timothy Hays," a local humorist, provided additional entertainment for the evening.

The speakers' program began Tuesday morning at the Student Union on the University of Missouri campus. Ben Asjes, Raytown Nursery, Hickman Mills, president of the Missouri State Nurserymen's Association, presided and greeted the nurserymen. Associate dean, S. B. Shirky, of the college of agriculture, welcomed the nurserymen on behalf of the university. In his brief talk he pointed out that short courses are a part of the over-all program of the university.

J. R. Anderson, Jefferson City, Missouri state entomologist, was the next speaker. He pointed out some of the recent changes in the nursery inspection program. There has been



Officers of the Missouri Association of Nurserymen, left to right, Ben Asjes, retiring president; Orville Moffet, president; Robert Eggers, vice-president, and Harold E. Mosher, secretary-treasurer.

a 34 per cent increase in nursery dealers in the state in the past two vears. During the same period, nurseries have increased only 8 per cent. This indicates a definite change within the industry and also means that the inspection job is more complicated. Mr. Anderson pointed out that his office is watching developments outside the state of Missouri and is keeping alert to possible dangers. Along this line, the white-fringed beetle was reported closer to Missouri then previously; the gypsy moth threat in the northeast has been met by the federal government, and nematodes are becoming a more serious problem. Virus diseases, especially of stone fruits, require constant attention. Mr. Anderson said the acceptability of Missouri-grown nursery stock depends first on quality, then on certification. The nursery

inspectors under the state entomologist intend to keep the certification standards high as a definite aid to Missouri nurserymen. Mr. Anderson spoke briefly of the new economic poison law, enacted last year, which provides for the registration of all such poisons for sale within the state, by the manufacturers and packagers.

## Inspection Problems

Lester Davis, Mindenmines, nursery inspector for the southwestern section of the state, pointed out some of the problems nursery dealers caused the inspectors and the nursery industry. Nursery dealers are also in all sorts of other business, from filling stations to grocery stores. They handle everything in plant materials, but do not know how to take care of the stock. These dealer outlets are apparently desired by nurseries, as the latter sell the plants to such dealers. After purchasing plants from regular nurseries at regular wholesale prices, the dealer sometimes uses plants as leaders, often selling them at less than their wholesale cost. This is good business practice for the dealer, but hurts the legitimate nurseryman. Dealers usually sell at low markups, because of the great variety of merchandise they carry. Nursery stock is misadvertised and mislabeled by nursery dealers, partly through ignorance, yet legitimate nurseries use the dealers for unloading culls and poor plants.

Mr. Davis feels that nursery dealers are a definite part of the nursery business and are here to stay. Nurserymen should recognize that many dealers are not interested in the

[Continued on page 62]



Informal group of speakers at the Missouri convention, left to right, Evert Asjes, John Pinney, Milton Gross, Ralph Shugert, Joseph P. Houlihan, Jr., and F. G. Meyer.

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## Versatile Program Tops Long Island Summer Meet

By Clarence E. Lewis

The weather was kind to the twelfth annual 2-day nursery school which was held at the Long Island Agricultural and Technical Institute, Farmingdale, N. J., June 26 and 27. This program is usually conducted during January, but it was thought that a summer meeting should be tried in order to incorporate field activities. The attendance totaled 60, which is much less than the average at the usual winter meetings.

Carl F. Wedell, assistant director, opened the first session with a description of the change in the training program of the school of ornamental horticulture at the institute. The new operations are different in that the 409-acre estate of the late William Robertson Coe, Oyster Bay, N. Y., is now owned and used by the institute. Planting Fields, as the estate is titled, is a rolling area of large lawns, gardens, fine specimen trees and thousands of broad-leaved evergreens. Several fine greenhouses, a large Indiana limestone house and other buildings are parts of this acquisition.

Mr. Wedell said that an arboretum advisory board has been appointed, and the first meeting was held at Planting Fields May 18, 1956. It was unanimously decided at that meeting that a master plan locating roads, parking areas and planting areas was important, and Richard Webel was appointed to make such

a plan after receiving aerial topographic survey enlargements, which have already been contracted for. A full-time top-grade horticulturist was also approved to work with Mr. Webel and be responsible for the locating of plant collections, labeling of existing plantings, etc. Technical assistance will be provided.

## Container Stock

George Hren, Anton Hren Nurseries, Huntington Station, N. Y., moderated the session on growing nursery stock in containers. This discussion was held in a grove of maples, where different containers were displayed on tables. Others on the panel included William Hauser, Oak Park Nurseries, East Patchogue, N. Y., and W. Patton Howe, Howe Nurseries, Pennington, N. J. The session proved lively, since members of the audience also had some interesting experiences.

It was stated that for young propagated plants peat moss pots were superior to clay types. Privet, firethorn, wintergreen barberry, cotoneaster and rhododendron plants in clay pots were inferior to those in the peat moss pots.

Papier-mache pots were recommended by Mr. Hren. The best time to use them is from spring to fall, he said. Two pots that had been left out over winter had held up well except for the bottoms' being a trifle soft, because they were in a damp area. Green pots faded to blue and brown faded to light tan, it was noted. The 14-inch size is good for flowering trees and live Christmas trees.

Mr. Howe stressed growing colorful fruiting plants in appealing containers for fall sale. He said that firethorn in full fruit has a good sales appeal.

### Wire Containers

Hollies proved to be better plants when grown in wire containers with polyethylene siding than when field grown. Polyethylene was left off the bottom so ground moisture could be taken up, but it was recommended that the plants be moved once a year so the roots will not get too long.

Plants in containers should present a good package, but the primary purpose of the method is to extend the planting and sales season. Roses can be displayed and sold all summer, and grapes in the fall with grapes on the vine are appealing. The possibilities are almost unlimited.

Mr. Hauser said that with the extensive need of wire containers for the firm's own operations another good winter job has been provided, justifying the retaining of men throughout the year.

A No. 15 building paper was used on the inside of turkey wire and after two years was in fairly good condition. One objection to such a package was that the paper made the container heavy and drainage holes were needed in the paper sides. The media used were one-half peat moss and one-half soil. Square baskets were simpler to make and store than round ones.

The question arose regarding the mulching of container stock. If no permanent irrigation was present, sawdust was beneficial, but where a permanent system of irrigation existed, mulching was not practiced. Crag No. 1, at the recommended concentration for weed control, sprayed over the cans, produced good results. An ordinary knapsack sprayer was

Galvanized chicken wire for round baskets lasted for four years, it was reported by one individual, but it was brought out that the heavier turkey wire would take rougher handling.

The question was raised about the use of wooden containers. Conrad MacGregor, Islip, reported that the plants he had grown in wooden tubs that had been treated with Cuprinol were 20 per cent better than those which he had grown in metal or tarpaper. The tubs can be obtained

[Continued on page 76]



Field demonstration at the nurserymen's short course at Farmingdale, N. Y., showing equipment for liquid fertilizing as described in the accompanying report. (Sprinkler head nearest operator has been adjusted so he will not get wet while adding fertilizer to the tank chamber.)

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Left—New officers of the New Mexico Association of Nurserymen, left to right, president, John Murray, Albuquerque; vice-president, Mrs. Dan Carpenter, Roswell, and secretary-treasurer, Horace Kershner, Albuquerque. Right—Newly elected officers of the Plains Nurserymen's Association, left to right, secretary-treasurer, A. C. Carter, Ysleta, Tex.; president, John L. Vaughn, Lubbock, Tex., and vice-president, Tom Scarborough, Lubbock. (Albuquerque celebration occasioned beards shown.)

## Southwest Groups in Joint Convention

By E. W. Zukauckas

The second joint convention of the Plains Nurserymen's Association and the New Mexico Association of Nurserymen was held June 24 to 26 at the Caprock hotel, Lubbock, Tex. Both groups elected new officers at separate meetings as follows:

The new president of the Plains Nurserymen's Association is John L. Vaughn, Winter Garden Nurseries, Lubbock, Tex. Named as vice-president was Tom Scarborough, Tom's Tree Place, Lubbock, and A. C. Carter, Carter's Ysleta Nursery, Ysleta, was elected secretary-treasurer. The directors are Ray Love, Love & Son Nursery, Amarillo; Charles Black, Black's Nursery, El Paso, and Tom Mays, Cross Nursery, El Paso.

The New Mexico Association of Nurserymen's new president is John Murray, Rancho Alegre, Albuquerque; Mrs. Dan Carpenter, Carpenter Nursery & Garden Center, Roswell is vice-president, and Horace Kershner, Kershner's New Mexico Nurseries, Albuquerque, was appointed secretary-treasurer by President Murray. The directors are Glenn Flinn, Flinn's Nursery, Alamogordo, N. M., Mrs. A. O. Wells, Clovis Landscaping & Nursery, Clovis; Billy Albert, Billy Albert's Nursery, Artesia, and Walter Gray, Gray's Flower Shop & Nursery, Albuquerque

Organized activities were initiated with a board of directors' meeting held the evening of June 24. This meeting was attended by Max Dod-son, John L. Vaughn, Tom Scarborough, E. M. Bean, Mark Fuqua, Allen Farlow and A. C. Carter, all of Texas, and Ralph Callaway, John Murray, Mrs. A. O. Wells, Walter Gray and Horace Kershner, representing New Mexico. A few of the items discussed were: (1) Finances—cost of convention; (2) selection of convention sites and the advisability of selection two years in advance in order to provide adequate time for preparation; (3) encouraging full participation of members and the need for providing special activities for the women of the group, and (4) the need for grading of canned nursery stock. In separate sessions, members of the two groups discussed future convention sites.

### **General Meeting**

The general meeting June 25 was opened with an invocation given by Oscar Gray, Jr., followed by a welcoming address by Bill Collins, president of the Lubbock chamber of commerce.

An obituary was given from the floor in memory of Dan Carpenter, Carpenter Nursery & Garden Center, Roswell, N. M., who was killed in a plane crash this past year. Mr. Car-

penter, who was 42, is survived by Mrs. Carpenter and three children.

Ralph Callaway, Callaway Nursery, Carlsbad, president of the New Mexico Association of Nurserymen, reported that there are, at present, 28 active members and that the organization has been active during the past year sponsoring a "Plant New Mexico" program and obtaining the cooperation of the governor in proclaiming March 25 Arbor day. In conjunction with Arbor day activities, 10,000 windshield stickers were distributed, garden club participation was encouraged and each nurseryman in the state was provided a tree for some public institution.

Mr. Callaway reported that the legislative committee also had an active year. Through checking it was found that the state of New Mexico had many nursery regulatory laws that were not being enforced because necessary funds for enforcement, the majority of which come from nursery license fees, etc., had not been fully collected. It was reported that the state of New Mexico now has a full-time nursery inspector, Mr. Lucht, and that full enforcement of the nursery laws is in effect.

Max Dodson, Lubbock, Tex., president of the Plains Nurserymen's [Continued on page 87]

## Operating a Garden Center

Chapter 16. Good Will

By John J. Pinney

Public good will is a valuable asset in any business. Many businesses spend large sums to create it; garden shop operators should strive for it. There are ways of achieving it at reasonable cost.

If you have facilities in your garden center for holding meetings you can use them to good advantage in the winning of friends. Invite garden clubs to hold meetings on your premises. Such organizations rarely have permanent meeting places, oftentimes meeting in churches, lodge rooms and schoolhouses. It is likely that many clubs would welcome the opportunity to meet regularly in your garden center. If you do not have a separate room available for the meetings it might be possible to use the garden store by a little rearranging of merchandise. You do not need to confine your invitations to garden clubs, but extending the privilege to too many organizations could be burdensome.

In some of the garden centers constructed recently special facilities for meetings have been incorporated. Quite often these consist of a second story above the garden store with outside staircases, thus eliminating the necessity of going through the store to reach the meeting room. This arrangement is especially desirable if meetings are held at night when the store is closed.

## **Gardening Lectures**

You can use your meeting room for lectures and illustrated talks on gardening subjects, the speakers to be furnished by you, with the public invited. Excellent movies on various phases of gardening are available free or for a nominal fee from commercial firms as well as nonprofit organizations such as trade associations and universities.

Plant lovers are always interested in flower shows. You can create much good will for yourself by staging free flower shows in which your customers participate. These should be scheduled at seasons when there are normally many flowers in bloom. Invite your customers to show their choicest flowers. If prizes are given, only qualified, disinterested judges should be used. You can show some of your own flowers, but never in competition. If you have had no experience in conducting a flower exhibition you can simplify the task and perhaps avoid embarrassing mistakes by sending to the Massachusetts Horticultural Society, Horticultural Hall, Boston 15, Mass., for its rule book for exhibitors and judges, obtainable for a small fee. The rules set forth in this book are for the exhibitions of the society, but are based on many

## MASSACHUSETTS OFFICER



Willard M. Bond

Currently serving as vice-chairman of the eastern nurserymen's group is Willard M. Bond, manager of the North Abington, Mass., branch of Wyman's Garden Centers, Inc., Framingham, Mass. Well known in eastern nurserymen's activities, Mr. Bond is vice-president of the Massa-chusetts Nurserymen's Association and has served as president and vice-president of the New England Nurserymen's Association. He also served both those groups as chairman of the legislative committee.

He was a member of the board of governors and of the trade practices committee of the American Association of Nurserymen and former membership chairman of the A. A. N. in New England. He was entertainment chairman of the eastern nurserymen's group for four years before his recent election as vice-chairman.

Mr. Bond was born in 1907 and is one of nine children. His father, 86, is living. After attending public school at Brook-line and Needham, Mass., Mr. Bond entered the nursery business at 17, serving his apprenticeship with the Braeburn Nurseries, West Newton, Mass. He joined the Wyman firm in 1932. Married and active in civic affairs at Weymouth, Mass., Mr. Bond was a member of the Town Meeting there for six years and has served as chairman of the Red Cross and Red Feather fund-raising drives.

years of experience and are bound to be helpful to anyone planning a show.

## **Public Appearances**

Avail yourself of every opportunity to appear before garden clubs, women's clubs and civic organizations, especially if permitted to talk on subjects pertaining to your business. If you do not feel qualified to give these talks yourself there may be someone in your organization who can do an acceptable job. Such talks are always easier to give and more interesting if illustrated with slides or movies.

Many garden center operators have found that free demonstrations of various phases of gardening, if well publicized, result in attracting large numbers of potential customers. These demonstrations can cover a wide variety of subjects—planting, pruning, fertilizing, spraying, flower arrangement and lawn making. Free soil testing usually makes a hit. For some of these demonstrations you may be able to obtain the free services of representatives of firms that manufacture products used in the demonstrations.

A nurseryman in the upper south, owner of a large garden center, hit upon an idea that resulted in bringing great crowds out to his place of business. A Nativity scene was set up in December in a large barn adjacent to the garden center. Life-size manikins were used to represent Mother, Christ child and wise men. Live domestic animals were stabled in adjoining stalls-donkeys, goats, sheep, horses and cows. Most of these were borrowed from their owners who were glad to participate in the pageant. More than 40,000 persons visited this Nativity scene during the 1955 Christmas season.

The proprietor of several garden centers in a large midwestern city clips the birth announcements from the daily papers. To the parents of each new-born baby he sends an attractively decorated card stating that a tree that can be picked up free at the garden center is waiting for the youngster and suggesting how nice it will be for the child and the tree to grow up together. It is easy to imagine how much good will

[Continued on page 97]



You just know they're ARMSTRONG ROSES

## Properly packaged for profits



SELL GARDEN MAGIC packaged roses for profitable self-service sales. The bloom, in full color, is pictured on the front of each eye-catching green and gold package, with planting instructions on the back. Canes clearly show through the transparent wrap. Customers can see just what they are buying . . . pick 'em out, pick 'em up and pay the man fast!

Field-Fresh ARMSTRONG Plants—Fast starting, top quality. Canes and roots are completely enclosed in moisturepreserving polyethylene. Without waxing, plants stay fresh, plump and eager to grow.

Reduced Handling Costs — No pruning, no tagging, no heeling in, no wrapping. And far less selling time.

The best roses, in the best packages, make an ideal combination for profitable sales. Write for our wholesale list TODAY.

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## QUALITY EVERGREENS

## BROAD-LEAVED EVERGREENS

Abelia Grandiflora
Buxus Harlandi
Buxus Sempervirens
Cotoneaster Francheti
Cotoneaster Horizontalis
Elaeagnus Fruitlandi
Elaeagnus Simoni
Euonymus Coloratus
Euonymus Fortunei Erectus
(small leaf)
Euonymus Patens
Gardenia Fortunei
Ilex Cornuta Burfordi

Ilex Cornuta Femina Ilex Crenata Convexa Ilex Crenata Rotundifolia Ilex Opaca East Palatka (heavily sheared) Ilex Vomitoria (well sheared)

Pride of Houston Jasminum floridum Laurel Cherry (well sheared)

Ligustrum Lucidum (Black Wax) Ligustrum Lucidum

(Griffing type)
Ligustrum Lucidum Nanum
Loropetalum Texanum

Magnolia Glauca Magnolia Grandiflora Magnolia Soulangeana

Magnolia Soulangeana Nigra Nandina Domestica

Photinia Serrulata

### CONIFERS

Arborvitae, Or. Baker
Arborvitae, Or. Berckmans
(Aureo Nana)
Arborvitae, Or. Blue Cone
(very compact)
Arborvitae, Or. Bonita
Arborvitae, Or. Bonita Golden

Arborvitae, Or. Excelsa

Arborvitae, Or. Fruitland (Green Berckmans)

## CONIFERS, cont.

Arborvitae, Or. Newark Arborvitae, Occ. Globosa Arborvitae, Occ. Nigra (Dark Green) Arborvitae, Occ. Pyramidalis Cedrus Deodara Juniper, Andorra Juniperus Excelsa Stricta Juniperus Fastigiata Juniperus Glauca Hetzi Juniperus Glauca Hetzi (staked and sheared) Juniperus Hibernica Juniperus Pfitzeriana Juniperus Pfitzeriana Aurea Juniperus Pfitzeriana Compacta Juniperus Sabina Juniperus Sabina Vonehron Juniperus Sabina Vonehron (staked and sheared) Juniperus Scopulorum Juniperus Sylvestris (Chinensis Femina) Juniperus Virginiana Burki

(Chinensis Femina)
Juniperus Virginiana Burki
Juniperus Virginiana Canaerti
Juniperus Virginiana Dundee
Juniperus Virginiana Glauca
Pinus Mughus
Pinus Nigra

(Austrian Pine)
Pinus Sylvestris
(Scotch Pine)

Abelia Grandiflora

## CANNED STOCK

Gardenia Fortunei
Gardenia Mystery
Ilex Burfordi
Ilex Convexa
Ilex Helleri
Ilex Rotundifolia
Magnolia Grandiflora
Pyracantha Formosana
(light)
Pyracantha Lalandi
(light)
Crape Myrtle

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## COMING EVENTS

### MEETING CALENDAR

August 1 and 2, Indiana Association of Nurserymen, summer meeting, Price Nurseries, Plymouth, Ind.

August 2, Western region, Pennsylvania Nurserymen's Association, summer picnic, Eisler Nurseries, Butler, Pa.

August 5 to 7, National Mail Order Nurserymen's Association, annual meeting, La Salle hotel, Chicago, Ill.

August 8, Massachusetts Nurserymen's Association, summer meeting, Wyman's Framingham Nurseries, Framingham, Mass.

August 8, New Jersey Association of Nurserymen, summer meeting, Perkinsde Wilde Nurseries, Inc., Shiloh, N. J.

August 8 and 9, Michigan Association of Nurserymen and the Michigan Landscape Conference, joint summer meeting, Kellogg Center, Michigan State University, East Lansing, Mich.

August 9 and 10, Canadian Association of Nurserymen, ninth annual short course, Macdonald College, Ste. Anne de Bellvue, Que.

August 15, New England Nurserymen's Association, summer meeting, C. R. Burr & Co. nursery, Manchester, Conn.

August 15, Pennsylvania Nurserymen's Association, summer meeting, John Albrecht Nurseries, Narberth, Pa.

August 19 to 21, Southern Nurserymen's Association, annual convention, Andrew Jackson hotel, Nashville, Tenn.

August 19 to 21, Virginia Nurserymen's Association, summer meeting, The Cavalier, Virginia Beach, Va.

August 19 to 22, Texas Association of Nurserymen, annual meeting, Shamrock-Hilton hotel, Houston, Tex.

August 20 to 24, National Shade Tree Conference, Royal York hotel, Toronto, Ont., Canada.

August 22 to 24, Florida Nurserymen and Growers Association, annual short course, University of Florida, Gainesville, Fla.

August 22 to 24, Ohio Nurserymen's Association, summer meeting, Hotel Netherland Hilton, Cincinnati, O.

August 23 and 24, New York State Nurserymen's Association, summer meeting, Hoel Sheraton, Rochester, N. Y.

August 23 to 25, Washington State Nurserymen's Association, summer convention, Davenport hotel, Spokane, Wash.

August 27, Nebraska Association of Nurserymen, summer meeting, Plumfield Nurseries, Fremont, and Marshall Nurseries, Arlington, Neb.

September 10 to 12, Oregon Association of Nurserymen, convention, Gearhart, Ore.

September 12 and 13, Kansas Association of Nurserymen, Willis Nursery Co., Ottawa, Kan.

September 18 to 20, California Association of Nurserymen, Hoberg's resort, Hobergs, Calif.

October 19 to 21, Texas Rose Festival, Tyler, Tex. MAN

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## OLD NURSERY STOCK

What other commodity grows more valuable as it ages — and does not have to be consumed to be enjoyed?

The most effective method of maturing lining-out stock is to use Ball Veneer Plant Bands and PlanTrays. Banded evergreens lend themselves to better handling methods all the way from the propagation bench to the shipping room and field. No root-pruning—no expensive digging labor—no transplanting shock.

There is no short cut in time. A plant represented as a 2-yearold liner must have had two growing seasons. Bands in Plan-Trays save labor and space. It is worth your while to conserve both, as they both represent money. There is no substitute for the growing time a plant must have to give it the necessary age value.

Write us for further particulars.



Here you see Mugho Pine liners in Ball Veneer Plant Bands, 21/2x21/2x3 inches. The banded plants have been in outdoor frames at the D. Hill Nursery, Dundee, Ill., through two growing seasons. At Hill's, virtually all their small evergreens are brought along in bands.

21/2x21/2x3-INCH VENEER PLANT BANDS

Packed 2000 per case Per 1000 \$7.20 0 to 4000 6000 to 10,000 A RE 12,000 to 24,000 ..... 6.60 26,000 to 50,000 6.30 52,000 to 100,000 ..... 102,000 and up ..... 5.80

VENEER PLANTRAYS NO. 3-X. 81/8×105/8×21/4 inches-to hold 12 NO. 3-SX. 13×13×21/2 inches-to hold 25 21/2x3-in, bands. Per 1000

500 to 975 .....\$66.60 1000 to 2450 ..... 63.70 2500 to 9950 ..... 61.10 10,000 to 19,950 ..... 58.70 20,000 and up ...... 56.50 21/2x3-inch bands.

Per 1000 5000 to 9875 ..... 90.85 10,000 to 19,875 ..... 87.70 



The Euonymus patens pictured above were propagated on the same date by the Chase Nursery Co., Chase, Ala. The plant on the right was potted in a Jiffy Pot, the other in a conventional pot. This is how they compared the first of May when they were ready to be transplanted to the nursery row. Which one would you prefer?

## JIFFY POTS

## The Ideal Container for Short Term Use in the Nursery

Most plants grown from softwood cuttings in sand with bottom heat require a period of time in a pot or other container to permit the roots to become established in soil. Where this time period does not exceed three months, Jiffy Pots should be used. The Jiffy-Potted plant is then planted, Jiffy Pot and all, either into the nursery row for growing on, or into the larger can or container in which it is finished off and sold. Comparison tests between plants so handled and those handled in the old-fashioned way show conclusively that Jiffy Pots give superior results.



21/4-Inch		Per 1000
3000 to 18,000 (3000, \$21.75)	 	\$7.25
21,000 to 72,000	 	6.75
75,000 and up	 	6.50
C.11:	and the same	- 14/

Sold in cases of 3000, F.O.B. our warehouse in West Chicago and Bayonne, N. J. Shipping weight 35 lbs.

3-Inch Pe	r 1000
1500 to 9000 (1500, \$19.88)	\$13.25
10,500 to 49,500	12.25
51,000 and up	11.25
Sold in cases of 1500, F.O.B. our warehouse in	West

Chicago and Bayonne, N. J. Shipping weight 35 lbs.

GEO. J. BALL, INC.

WEST CHICAGO, ILL. PHONE 299

## **PEONIES**

Standard 3 to 5-eye divisions from young plants not over three years old. We do not cut any flowers from our fields, so you can depend upon receiving strong healthy plants. Numbers in parentheses following flower name denote ratings of the American Peony Society on the basis of 10 as perfect.

\*Especially desirable for cut flowers.

Especially desirable for cut flowers.		
	Per 10	Per 100
*Albert Crousse, (8.6). Pink, tinted salmon; late	4.00	\$ 35.00
*Baroness Schroeder, (9.0). Flesh-pink to white; midseason	5.00	45.00
*Duchesse de Nemours, (8.1). Sulphur-white to pure white; mid-		
season	4.50	40.00
*Edulis Superba, (7.6). Clear, deep pink; very early	3.50	30.00
*Felix Crousse, (8.4). Bright, rosy-red; late midseason	4.50	40.00
*Festiva Maxima, (9.3). Double, white, flecked crimson; early	4.50	40.00
*Fontenelle. Large, dark red; midseason	4.50	40.00
Frances Willard, (9.1). Blush-white; late midseason	5.00	45.00
Inspecteur Lavergne, (8.5). Crimson, frilled center petals; early.	5.00	45.00
*Karl Rosenfield, (8.8). Velvety crimson; midseason	5.00	45.00
Lady Alexandra Duff, (9.1). Blush-pink; midseason	4.50	40.00
*La Perle, (8.5). Pink to creamy-white; midseason	4.50	40.00
La Tulipe, (7.5). Flesh-pink: midseason	3.50	30.00
Le Cygne, (9.9). Large, pure white; early	11.00	100.00
*Mme. de Verneville, (7.9). White, flecked crimson; early	4.00	35.00
Mme. Emile Galle, (8.5). Light rose-pink; late	5.50	50.00
Mme. Jules Dessert, (9.4). Creamy-white; late midseason	6.50	60.00
*Martha Bulloch, (9.1). Old rose-pink; late	8.00	75.00
*Mary Brand, (8.7). Dark crimson; midseason	5.50	50.00
Mikado, (8.6). Japanese type, crimson; midseason	6.00	55.00
*Mons. Jules Elie, (9.2). Light rose-pink; early	5.00	45.00
Mons. Martin Cahuzac, (8.8). Maroon-crimson; early midseason	9.50	90.00
Myrtle Gentry, (9.1). Light pink; late midseason	8.50	80.00
Philippe Rivoire, (9.2). Dark crimson; early	9.50	90.00
Reine Hortense, (8.7). Rose-pink; midseason	3.50	30.00
*Sarah Bernhardt, (9.0). Light rose-pink; late	4.50	40.00
Walter Faxon, (9.3). Vivid shell-pink; midseason	5.50	50.00

## PACKAGED PEONIES

For cash-and-carry, self-serve and counter sales. Smaller plants, of course, than the standard 3 to 5-eye divisions listed above, but a good value.

> EDULIS SUPERBA, old rose-pink FELIX CROUSSE, brilliant crimson FESTIVA MAXIMA, large, early white KARL ROSENFIELD, bright crimson MONS. JULES ELIE, light rose-pink

Minimum shipment 50 packages in multiples of 10 of a variety.



## THE WILLIS NURSERY CO.

"Your Wholesale Nurserymen"
OTTAWA, KAN.

### WEST VIRGINIA MEETING

The 18th summer meeting of the West Virginia Nurserymen's Association was scheduled to be held August 1 to 3 at Oglebay park, Wheeling, W. Va. At the first evening session, guests and members were to see a film on the gypsy moth and another on fertilizers. Members were invited to bring films and slides of their own that they believed would interest those attending.

The morning session, August 2, will be open to the public, garden clubs of the area having been specially invited. Dr. Fred Nisbet will give a talk on roses. A business meeting will follow, and then the group will make a tour of lawns established from the common grasses. In the evening there will be a picnic at Oglebay park.

A panel on lawns will be held on the final day of the meeting, followed by a business meeting and election of officers. Afterward the group will tour local nurseries.

### MAIL-ORDER MEETING

The program of the summer meeting of the National Mail Order Nurserymen's Association, being held at the La Salle hotel, Chicago, August 5 to 7, has been released. Exhibitors' booths will be open the afternoon of August 5. The speakers' schedule follows:

### AUGUST 6

Call to order, by President John Kelly, Kelly Bros. Nursery, Dansville, N. Y.

Report of president and reports of secretary; advisory committee — Clark Kidd; membership committee — Ted Korves; research committee — George Rose, and legislative committee — Harold Timmons.

Appointment of auditing and nominating committees.

"The Washington Scene," by Dr. Richard P. White, executive vice-president, A. A. N. "Fair Trade Rules and Your Business," by James Horton, A. A. N. special counsel.

Lunch. Address by Jerome Hardy, Doubleday & Co., Inc., on "Mail-order Industries" Outstanding Mistakes."

Panel on "Why People Buy Nursery Stock Through Mail Order." Willis Brando, moderator; panel members, Hugh Steavenson, Forrest Keeling Nursery, Elsberry, Mo.; Tom Kyle, Bohlender Nurseries, Tipp City, O.: Eldon Burgess, Burgess Seed & Plant Co., Galesburg, Mich., and Jack Hanley, Bradley Nursery, Carbondale, Ill.

"Selling the Public on Mail-order Buying," by George Rose.

Social hour, courtesy of Household

### AUGUST 7

"Analysis of Results of Test Ordering Project Conducted Last Spring by Iowa State College," by Dr. John Mahlstede, MAN

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## PRODUCE SALABLE PLANTS AND TREES ED THEM IN HALF THE TIME — FEI



Root study of Prostrate Pfitzer Juniper, Heller-Gro was applied to Pfitzer on right at age of 3 months. Both were grown by usual methods. Picture taken of both evergreens at age of 11 months shows how Heller-Gro helped to produce an abundance of roots and luxuriant top growth of Pfitzer on right. Heller-Gro has been highly successful with all evergreens, including broad-leaved.

HELLER-GRO is composed entirely of USP ingredients.

**HELLER-GRO** dissolves easily and completely; never forms a residue.

HELLER-GRO solution will not burn roots or foliage.

HELLER-GRO may be used for root or foliar feeding.

HELLER-GRO is compatible with all insecticides.

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## COMPLETE PLANT FOOD

made from dependable USP ingredients

Heller-Gro is a concentrated paste plant food which produces sturdy root growth and luxuriant, deep green foliage. It shortens the growing period of young plants and trees — enables nurserymen to produce a salable product in half the time. Lawns, trees, flowers and shrubs take on new growth and beauty after the first application of Heller-Gro.

## TAKE THE WORD OF MEN WHO USE **HELLER-GRO**

"I have reduced the time required to produce salable evergreens from cuttings in half by feeding Heller-Gro." Dick Winters, Colorado Springs, Colo.

"I have never seen such a growth response - reaction of roses and shrubs is unbelievable." George M. Fisher, Landscape Consultant, Tyler, Tex.

"I use Heller-Gro for liquid feeding because it is compatible with insecticides, does not burn and does the best job." C. L. Halvorson, Tree Expert, Pittsfield, Mass.

Sold in 31/4-oz. tubes 1-lb. cans 3-lb, cans 50-lb. pails



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Write us for details; we'll be happy to give you complete information on this.

Write us for quotations on ornamentals, fruit trees and Pacific Coast grown roses.

## **GREENING NURSERY CO.**

MONROE, MICH. Phone: CHerry 1-8880 department of horticulture, Iowa State

College, Ames.
Panel on "How Should Mail-order Nursery Planting Instructions Be Handled?" Moderator, Bill Collins, Field Seed & Nursery Co., Shenandoah, Ia.; panel members, Dr. Leon Snyder, head, departments ment of horticulture, University of Minnesota, St. Paul; Gretchen Harshbarger, nesota, St. Paul: Gretchen Harshbarger, garden editor, Household magazine: Ted Korves, Gurney's, Inc., Yankton, S. D.: John Logan, Stark Bro.'s Nurseries & Orchards Co., Louisiana, Mo., and Carl Lumry, Mount Arbor Nurseries, Shenandoah, Ia.

Lunch.

Report of regional vice-presidents. Business session and reports of auditing committee, necrology committee and nominating committee. Election of officers.

## MICHIGAN CONFERENCE

Announcement of the program for the tenth annual nursery and landscape conference at Michigan State University, East Lansing, August 8 and 9 indicates that Kellogg Center on the campus will again be the point of assembly. Stage decorations for the conference period are being provided by the Kalamazoo Valley Nurserymen's Association. Following is the schedule as released:

### AUGUST 8, MORNING SESSION

Chairman: Kenneth C. Runciman, Landscape Architect, Ann Arbor, Mich. Welcome, by Dr. Lloyd M. Turk, di-rector of the Michigan agricultural experiment station, Michigan State Univer-

"Newly Introduced Flowering Shrubs for the Home Landscape," by Dr. L. C. Chadwick, department of horticulture, Ohio State University, Columbus.

Lunch.

### AUGUST 8, AFTERNOON SESSION

Chairman: Joseph Cox, extension landscape architect, Michigan State Uni-

Review of Accomplishments, by Dr. Donald P. Watson, Dr. Fred B. Widmoyer and Harold Davidson, horticulture department, Michigan State University. Tours:

plantings-Prof. Carl S. Campus Gerlach and Milton Baron, landscape and urban planning, M. S. U

Grass plots—Dr. James Tyson, soils department, M. S. U. Greenhouses — Prof. Paul Krone, Greenhouses — Prof. Paul Krone, horticulture department, M. S. U.

Barbecue on banks of the Red Cedar, across from Kellogg Center.

AUGUST 8, EVENING SESSION

Panel discussion, "What I Expect of Our Industry." John Crinnion, John J. Crinnion Landscape Co., Detroit, Mich., moderator. Panel members: Meredith A. Cox, Peter Christensen Nursery, Livonia; Charles Greening, Greening Nursery Co., Monroe; James Ilgenfritz, Ilgenfritz Co., Monroe: James Ilgenfritz, Ilgenfritz Nurseries, Inc., Monroe: Thomas Lied, Delmar E. Lied Nursery & Landscaping, Milwaukee, Wis.: John B. Light, Light's Tree Service, Richland: John S. Stark, Stark Nursery, Midland, and, John T. Venman, Landscaping Service & Nursery,

AUGUST 9, MORNING SESSION Chairman: Jim Jones, J. I. Jones LandHan-Seed panel part-Min-D.; s & Carl nan-

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> We are now booking orders for pool car shipment of these famous Oregon-grown roses for fall delivery to principal eastern and southern points. For latest listings and shipping dates, wire or airmail today.



ALL P&D ROSES are budded on a "Super Strain" Multiflora Root. This basic improvement in roses is exclusively ours after 20 years of development. It means bigger, better, hardier roses...less loss in handling . . . and greater customer satisfaction.



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- EACH BUSH individually labeled.
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Two little extras that mean a lot.

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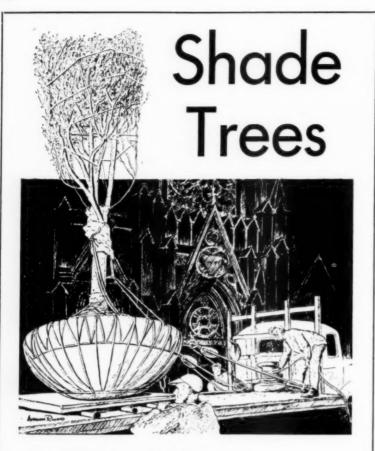


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Oregon's Best Source of Good Roses . . . the finest Anywhere



Among Shade Trees Available for Late Summer and Fall ...

1000 Platanus acerifolia, 2 to 21/2-in. cal.

500 Platanus acerifolia, 21/2 to 3-in. cal.

500 Platanus acerifolia, 3 to 31/2-in. cal.

500 Platanus acerifolia, 31/2 to 4-in. cal.

250 Platanus acerifolia, 4 to 41/2-in. cal.

Specimen Flowering Crab Apple in following varieties: Floribunda, Atrosanguinea, Hopa, Eleyi, Scheideckeri, Theifera (Hupehensis), Katherine.

Sizes: 7 to 14 ft. Caliper, 13/4 to 41/2-in.

Many other varieties and types of shade and flowering trees, shrubs and evergreens—also ground covers.

> Inquiries invited as we do not publish a catalog - better yet, visit our nursery, make selection and receive quotation on the spot.

> > Plants sold B&B only.

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scape & Design Service, Grand Rapids, Mich.
"Progressive Publicity," by Jack Jones,

Southwest Landscape Co., Dallas, Tex. Open forum.

## AUGUST 9. AFTERNOON SESSION

Chairman: Herman Berg, Berg's Nurs-

ery, Iron Mountain, Mich.
"How's Your Salesmanship?" by Aus-

riow's Iour Salesmanship: by Austria C. Sutton, Jr., Rolfe Spinning Advertising Agency, Detroit.

"Application of Methylene Urea Fertilizers to Ornamentals," by Dr. D. W. Kolterman, E. I. duPont de Nemours &

Co., Wilmington, Del.
"Insecticides and Weed Killers," by
Dr. David Watson, California Spray Chemical Corp., Richmond, Calif.

## CANADIAN SHORT COURSE

The ninth annual short course of the Canadian Association of Nurserymen will be held August 9 and 10. at MacDonald College, Quebec, Que. The program, as announced by J. R. Burns, secretary-treasurer, is as fol-

### AUGUST 9

Opening session, A. B. Luke, president, Canadian Association of Nurserymen, pre-

Welcoming address, by H. G. Dion, vice-principal, MacDonald College. "Chemical Weed Control for Nurs-

eries," by Prof. A. O. Olsen, department of plant pathology, MacDonald College.
"Propagation Methods at the Montreal Botanical Garden," by Paul Gagnon.
"Fertilizing Container-Grown Nursery

by Prof. R. Goodwin-Wilson, Ontario Agricultural College, Guelph, Ont. Lunch.

Afternoon session, Prof. H. R. Murray, department of horticulture, MacDonald

College, chairman. "Modern Landscape Design," by M. Louis Perron.

"Plant Material for Modern Homes," by M. Henry Teuscher, Montreal Botanical Garden.

Tour of MacDonald College.
Evening session, M. E. Peart, chairman. Debate: "Resolved that regular nursery outlets can compete with chain and department store selling of nursery stock." Affirmative, Glen Peister and Elmer Bunting; negative, Don McConnell and William Christensen.

## AUGUST 10

Trip to Chez Perron for buffet lunch, courtesy of W. H. Perron.

Tour of Montreal industrial landscaping projects.

Tour of Montreal Botanical Gardens, with tea at the gardens.

## LONGWOOD TOUR

Members of the New Jersey Association of Nurserymen are considering a landscape tour of Longwood Gardens, Kennett Square, Pa., for August 22. Stanley MacIntosh, Tur-Nursery, West Long ner Bros. Branch, N. J., is chairman of the committee which will handle the tour if sufficient interest is shown by commitments to attend, which have been requested. Transportation would be by bus.

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...the new nitrogen

with built-in control



FOR NURSERY STOCK

One application of "Uramite" assures nursery stock a full season of steady, uniform growth.



FOR GREENHOUSE PLANTS

With "Uramite" it's possible to control growth, as well as produce hardy, more compact ornamentals.



FOR TURF GRASS

"Uramite" improves density and color of turf grass and heavier-than-normal applications won't cause burning.

"Uramite" provides season-long nourishment from one application.

It releases nitrogen slowly, in just the right amounts for best growth. Promotes steady, uniform growth for 6 months or longer.

"Uramite" is highly concentrated-38% nitrogen.

This means a saving in labor—because 100 pounds of "Uramite" furnishes nitrogen equivalent to 400-700 pounds of ordinary fertilizer.

"Uramite" is clean, odorless and free-flowing.

It's easy to handle and spread—leaves no residue. And "Uramite" can always give full nitrogen value, because it doesn't leach.

"Uramite" offers high safety factor to plants.

If, by accident, you apply two or three times more than you should, "Uramite" still doesn't overstimulate or burn turf grass or ornamentals.



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### NEW ENGLAND MEETING

C. R. Burr & Co., Inc., Manchester, Conn., will be host at the summer meeting of the New England Nurserymen's Association August 15. Nurserymen, their families and guests attending the get-together, which starts at 9:30 a.m., may take part in games of softball or darts, pitch horseshoes or play cards. Buses will be available in the afternoon, leaving every 15 minutes, to tour the Burr farms. A buffet lunch will be served, and dinner in the evening is planned as a family-style meal.

### OHIO SUMMER MEETING

Members of the Ohio Nurserymen's Association will gather for their summer meeting at the Hotel Netherland Hilton, Cincinnati, August 22 to 24, according to Merten Natorp, chairman of the meeting, They will enjoy dinner and dancing the evening of August 22 and on the following morning will make a bus tour to Proctor & Gamble's establishment. The afternoon and evening will be spent on a boat trip on the Ohio river to Coney Island amusement park and return. The next morning has been left open for visits to nurseries or city sight-seeing. Final event of the meeting will be a picnic lunch at Sharon Woods municipal park.

### VIRGINIA CONVENTION

The program of the summer convention of the Virginia Nurserymen's Association, being held August 19 to 21 at the Cavalier, Virginia Beach, Va., has been announced by Charles L. Otey, Southside Nurseries, Richmond, secretary-treasurer. After registration and committee meetings on the afternoon of August 19, those attending will enjoy a social hour and dinner, at which guests and visitors will be introduced.

On the following morning, the group will assemble in the hotel lobby for a visit to the Norfolk Municipal Gardens and return by the shore drive and Cape Henry. Frederic Heutte, superintendent of parks and forestry, Norfolk, will conduct the tour, and transportation will be provided. The afternoon will be given over to outdoor activities, including swimming, fishing, golf, horseback riding, ocean bathing and tennis. A social hour and banquet, with music and dancing, will close the evening.

On the final morning of the convention, George Stockner, president of the association, will preside over a meeting at which Parke Rouse, Jr.,

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## prevents fall weeds

## with CRAG Herbicide-1

Both sides of this field of Austrian pines at D. Hill Nursery Company, Dundee, Illinois, were treated with Crag Herbicide-1 on September 20, 1954—the center was left untreated. This photograph, taken May 6, 1955, shows how the weeds are choking the plants in the untreated center section, while the sides are clear of weeds.

You can prevent chickweed and other winter annuals, too, by using CRAG Herbicide-1 through late fall. It makes your spring weeding easier and saves you money. And it's easy to use,

Get Crag Herbicide-1 from your dealer now, and start your own weed prevention program. You'll be pleased with the results!



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Bundle of 15 Musser seedlings, at right, compared with bundle of 15 ordinary seedlings.

because - GOOD HEREDITY and CAREFUL SELECTION of SEED—SCIENTIFIC CULTURE IN THE NURSERY assure HEAVY ROOTS and

STURDY TOPS. Our TREMENDOUS VOLUME enables us to offer MORE FOR YOUR MONEY.

As much difference in seed as in common and purebred cattle.

## SEEDLINGS AND TRANSPLANTS AT LOW. QUANTITY PRICE

00 Per1000  Grown from from selected althy, sturdy, h rich color. 00 \$ 35.00   00 125.00   00 45.00   00 45.00
Grown from from selected althy, sturdy, h rich color. 00 \$ 35.00 00 125.00 00 125.00 00 45.00
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Taxus cuspid						-
1-yr., T.,	4	to	6	ins.	\$25.00	\$175.00
Taxus cuspid						
1-yr., T.,						
2-yr., T.,	8	to	12	ins.	40.00	350.00
Taxus hicksi						
1-yr., T.,	6	to	8	ins.	25.00	175.00
2-yr., T.,	8	to	12	ins.	40.00	350.00
Taxus Moon'	s c	olu	mno	ris		
1-yr., T.,	4	to	6	ins.	25.00	175.00
Taxus brown						
1-yr., T.,						
2-yr., T.,	8	to	12	ins.	40.00	350.00
Taxus hatfiel						
1-yr., T.,	4	to	6	ins.	25.00	175.00
Taxus interm						
1-yr., T.,	4	to	6	ins.	25.00	175.00
2-yr., T.,	6	to	8	ins.	40.00	350.00
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1-yr., T.,					25.00	250.00
GLOBE AREC						
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1-yr., T.,	5	to	7	ins.	30.00	250.00
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1-yr., T.,						
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executive director of the Jamestown festival, will speak. A business meeting will precede the noon adjournment.

### SHADE TREE PROGRAM

The program for the 32nd annual convention of the National Shade Tree Conference, to be held at the Royal York hotel, Toronto, Ont., Canada, August 20 to 24, has been announced by L. C. Chadwick, secretary-treasurer. Following is the schedule of the convention:

## AUGUST 19

Executive committee meeting in the afternoon, followed by dinner, and an evening meeting of the executive committee of the National Arborist Association.

## AUGUST 20

N. A. A. meeting, morning and after-

Meeting of municipal arborists, shade tree commissioners and city foresters; Jean Huc, city forester, Montreal, Que., discussion leader.

Canadian hospitality party, evening, AUGUST 21

Past presidents' breakfast.

Welcome address, by Nathan Phillips, mayor of Toronto, introduced by George Ball, commissioner of Toronto parks.

Appointment of convention committees.
"Educating the Public to Care for Trees," by J. Cooke White, Tree Expert Newtonville, Mass.

Tree Evaluation in Action," by Walter I. Meyer, department of parks and recreation, Detroit, Mich.

Keynote luncheon — Speaker, John Fisher, executive director, Canadian Tour-ist Association, Toronto, "Partner and Friend"

Friend. "A Garden with Trees and Shrubs that the Blind Can Enjoy," by Mrs. J. R. M. Wilson, Toronto.

"The Importance of Public Relations in Today's Business," by Charles Watson, O'Keefe Brewing Co., Toronto.

Business session.

Dinner, N. A. A. Open meeting for the citizens of Toronto, visitors and members of N. S. T. C.
"The Miracle of Plants," illustrated by
time-clapse photography, by John Ott,
Winnetka, Ill.

## AUGUST 22

"Research on Systemic Fungicides for Shade Tree Disease Control," by Dr. Howard Potter, department of botany, University of Maryland, College Park, Md., and Dr. Curtis May, principal pathologist, horticulture research branch, U. S. D. A., Beltsville, Md. "Effects of Applications of Antibiotics to Roots of Tree Seedlings," by Dr. John

G. Palmer, department of botany, George

Washington University, Washington, D. C., and Dr. Curtis May. "Foliar Analysis As an Index to the Fertilizer Requirements of Trees," by Thomas Cannon, department of horti-culture, Ohio State University (N.S.T.C. research fellow).

Safety demonstration, staged by hydroelectric power commission of Ontario, W. M. Grundy, chief forester, of the commission, in charge.

Commercial equipment demonstrations. **AUGUST 23** 

"Public Utility Arboriculture," program arranged by public utility arborists' comwn et-

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FAIRPORT,

NEW YORK

mittee, C. E. Lee, Southern California Edison Co., Ltd., Los Angeles, Calif., chairman, and Stephen A. Pugh, forestry results and methods supervisor, Southern Bell Telephone & Telegraph Co., Atlanta, Ga., moderator.

"Training in Line Clearance Methods," by Robert E. Jones, general supervisor of line clearance, Commonwealth Edison Co., Chicago, Ill.
"Safety Procedures," by Harold

"Safety Procedures," by Harold Masters, supervisor of safety, Asplundh Tree Expert Co., Jenkintown, Pa.

"Chemical Brush Control: Basal, Dormant and Foliage Sprays, Public Relations, Conservation and Game Management," by J. W. Suggit, supervising chemist, research division, and W. M. Grundy. Discussion.

Business meeting.

"Trees in Relation to Town Planning," panel discussion, Eric Baker, past chairman, Humber river valley conservancy survey, Toronto, moderator.

"The Landscape Architect's Viewpoint with Respect to Saving Existing Trees," by M. R. Hancock, Donmills Development, Ltd., Donmills, Ont.

"Conditions Necessitating Grade Changes," by C. R. Purcell, realtor, Toronto.

"The Town Planner's Viewpoint with Respect to Green Belts in Town Planning," by Dr. E. C. Faludi, Toronto. Discussion.

Evening program: Cocktail hour, annual banquet and entertainment.

### AUGUST 24

Visiting the Canadian National Exposition.

## SOUTHERNERS' PLANS

Following is the program that has been planned for the 57th annual convention of the Southern Nurserymen's Association at the Hotel Andrew Jackson, Nashville, Tenn., August 19 to 21. Ladies attending the convention are invited to participate in the social events and tour of local points of interest.

## AUGUST 19

Meeting of the board of directors in the morning.

Exhibits open at noon, in the Andrew Jackson room.

Tennessee nurserymen's night, hospitality hour and buffet, in the ballroom. Admission by ticket.

## AUGUST 20

Meeting called to order at 9:30 a. m., in the ballroom by George Sawada, president.

Welcome to Nashville, by Mayor Ben West.

Response, by Jack Aichele, Mount Holly, S. C., vice-president, S. N. A. President's address, by George Sawada. Committee appointments. Panel discussions:

"Can Production."
"Highway Plantings."

"Turf Grasses and Maintenance." Address, by the Hon. Frank G. Clements, governor, state of Tennessee.

Lunch.
Tour to the Hermitage and to selected landscaped homes in the afternoon, view painting of the Upper Room; tour ends at Centennial park, with a barbecue. Transportation will be furnished from 1:30 p. m. until return to hotel.

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Tent caterpillar
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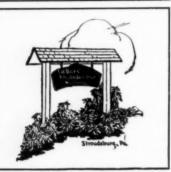
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### AUGUST 21

Committee meetings and conferences, Group luncheon in the ballroom.

Meeting called to order at 1:30 p. m. by President George Sawada.

"The Services Which the Southern Nurserymen's Association Can Render to the Various State Associations," by Edwin G. Fraser, senator, state of Florida, and president, Florida Growers' Association. Florida Nurservmen

Presentation of Slater Wight memorial

award.

"Latest Word on Highway Plantings," by Dr. Richard P. White, executive vice-president, American Association of Nurserymen.

Business session, with committee re-ports and election of officers.

Banquet, in the ballroom

### T. A. N. PROGRAM

Members of the Texas Association of Nurserymen will convene August 19 to 22 at the Shamrock Hilton hotel, Houston, Tex., for their annual meeting. The program for the various sessions has been announced as follows by B. R. Fullingim, executive secretary of the association:

### AUGUST 19, AFTERNOON

Board of directors' meeting. Venetian room.

Landscape tour, sponsored by the Texas Landscape Association.

### AUGUST 20, MORNING

General meeting.

President's report and appointment of

special committees.

Address, "Happenings in the Department of Agriculture That Relate to the Nursery Industry," by John White, commissioner of agriculture.

Executive secretary's report, by B. R.

Fullingim.

Luncheon, in the Emerald room. Guest speaker, W. H. Gove, vice-president in charge of sales, EMC Recordings Corp., St. Paul, Minn.; topic, "You Make the Difference

General meeting, Convention hall. Film, "Landscape for Living."

Buffet dinner.

### AUGUST 21, MORNING

Address, "Promotion and Publicity," by W. R. Harrison, editor, Pacific Coast Nurseryman.

Landscape speakers-Walter T. Rolfe and Mrs. Maher. Ladies' luncheon.

### AUGUST 21, AFTERNOON

General meeting, Convention hall. Address, "Human Relations," by by Travis Elliott, management and personnel consultant, Texas Restaurant Association.

"Happenings in the American Associa-tion of Nurserymen," by Dr. Richard P. White, executive vice-president.
"Pet Projects for Your Trade Associa-

on"—Audience participation. Past presidents' dance.

### AUGUST 22, MORNING

General meeting, Convention hall. Nominating committee report. Election of officers. Selection of 1958 convention site. A. A. N. luncheon.
T. A. N. board of directors' meeting,

Venetian room.

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a very choice, very hardy, low-growing ever-en, with shiny, dark green, convex, boxwood-leaves. Grows fast into money, up to 2 feet, there slows down. Ultimate size 3 feet high 4 feet wide. Easier to grow than Yews and be used in aun or shade. Sells on sight, two very dense and contrasts well with other greens. Makes the perfect low hedge. 6 to 8 ins., T.... 15e. 8 to 10 ins., T.... 20s. Send for list of other unusual plants.

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## Why RA-PID-GRO is the Answer to So Many of Your Problems

RA-PID-GRO helps you grow better nursery stock, including liners, cuttings, seedlings and finished plants. Thousands of nurserymen have used RA.PID.GRO regularly for years. Why? Because its completely balanced formula does more good than any other plant food. Insures best growth at all times.

RA·PID·GRO gives you extra income, too! Sell it to your customers. They'll come back more often, grow better plants, enjoy lovelier gardens. Not seasonal . . . sells all year!

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Recent studies prove that frequent feedings of balanced plant food in liquid form produce steady, vigorous growth.

If you aren't familiar with the advantages (and savings!) of using RA·PID·GRO in all your nursery operations, better get "up to date." Start using RA.PID.GRO and see the difference it makes in profitable results.

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## RA.PID.GRO Research Report...

## News on Foliar Feeding

Scientists have now proven that soluble nutrients enter plants not just from the soil but also through leaves, buds, stems, branches and even the bark! In making this revelation, Dr. H. B. Tukey, of Michigan State College, says, "This is the most efficient method of applying fertilizer to plants that we have yet discovered. If we apply these materials to the leaves in soluble forms, as much as 95% of what is applied may be used by the plants. If we apply a similar amount to the soil, we find about 10% of it to be used."

Where it was once believed that leaves were impervious to water, the opposite is now known to be true. Liquid plant foods like RA+PID+GRO are absorbed by the tissues and move directly into the plant.

Source: U. S. Gov't. Bulletin #45929 "The Contribution of Atomic Energy To Agriculture"

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- Create more sales through increased turnover.
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For many years our production, in many items, has been sold long before the start of each season. Five years ago, we tripled our plantings, with the result that, beginning this fall, our salable material will be much larger than ever before.

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We can offer the following in almost any quantities. For instance, we are growing over 200,000 Taxus Moon's columnaris. This variety has been acclaimed by all who know it, as the best and most desirable yew.

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# Controlling the Availability of Mineral Nutrients in the Soil

By Donald P. White

The principal objective of this discussion is to explain soil conditions that are most important in controlling the availability of mineral nutrients in soils. An understanding of these factors is essential if we are going to diagnose conditions of low fertility, make proper interpretation of the results of soil tests and successfully use all of the many materials, both natural and manufactured, which can be used to adjust soil fertility levels.

Of all the expressions of fertility

which are capable of quantitative expression, soil acidity or, more properly, soil reaction, since many of our best soils are not acid but neutral or alkaline, is by far the most important. It is most closely associated with the physiological condition of the soil and has the most far-reaching implication. Fortuitously, it is also just about the easiest test to make, is least subject to experimental error and can be made by almost anyone. Moreover, it is really the only chemical test that can easily be made in the field with portable and reliable equipment.

### Free Acidity

When soil reaction is measured, one of the two principal kinds of acidity in the soil is being measured. This is the actual free acidity of the soil solution. This condition most profoundly affects chemical and biological reactions in the soil. On the other hand, it is only a small part of the total acidity of soil. The other part or potential acidity is not measured in ordinary soil testing. It is most closely associated with the amount of colloidal material in the soil, both mineral and organic, and the extent to which this colloidal material is saturated with basic ions. This potential acidity is the part which must be contended with if adjustments in soil reaction are necessary to accommodate the requirements of plants.

Every soils laboratory making routine tests for soil fertility evaluation includes a report of soil reaction. This report is listed as a pH

Address presented by Donald P. White, State University of New York, college of forestry, at the arborists' school during the annual meeting of the New York State Arborists' Association, at Syracuse.

value. Let us review briefly what pH is. The term is written small p, capital H, and is expressed usually as a whole number and a decimal, i.e., 7.1, 6.5, 8.2, etc. Technically this is a mathematical expression of the concentration of active hydrogen (hydrogen ions) in the soil solution in terms of grams per liter.

Active versus inactive hydrogen ions is best visualized by considering a pound of boric acid and a pound of sulphuric acid. We have no hestitation in putting a solution of the boric acid in such a sensitive membrane as the eye. On the other hand, placing any such corrosive substance as sulphuric acid in the eve would be tragic. Yet the pound of boric acid

has much more hydrogen and more potential acidity than the pound of sulphuric acid. The difference lies in the fact that most of the hydrogen in the sulphuric acid is active, whereas only a small fraction of the hydrogen in the boric acid is active at any one time: pH then expresses the relative activity of a solution with respect to hydrogen ions.

#### Arithmatical Derivation

In pure water, which is the neutral point in considerations of acidity, there is 1/10,000,000 of a gram of active hydrogen ions in each liter. By reversing this fraction, or taking the reciprocal, we get 10,000,000. The logarithm of this number is 7.0. That is the pH of pure water, and that is what pH is—the log of the reciprocal of the hydrogen ion concentration.

Subsoils in the Syracuse area have much free limestone. The concentration of the active hydrogen in the soil solution is about 1/100,000,000 of a gram per liter, or pH 8. Local

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Rosebud, double, pink
6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50;
15 ins., \$2.50; 18 ins., \$3.50.

Rose Greely, white 6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50; 15 ins., \$2.50.

### KAEMPFERI AZALEAS

Carmen, large, rose-colored 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Fedora, large, pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00.

Louise, red 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Othello, brick-red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00.

Salmon Beauty, salmon-pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50;
24 ins., \$5.00; 30 ins., \$6.00; 36 ins., \$7.50.

### KURUME AZALEAS

Addy Wery, deep vermilion-red 6 ins., 75c; 8 ins., \$1.00; 10 ins., \$1.25; 12 ins., \$1.50; 15 ins., \$2.50.

Amoena, purple-red
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
15 ins., \$2.00.

Apple Blossom, pink 15 ins., \$2.50; 18 ins., \$3.50.

### **KURUME AZALEAS—Continued**

Coral Bells, pink
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
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Favorite, deep rosy-pink 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

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Our Hinodegiri is a very dark red.
6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25;
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Hino-Crimson 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

Maxwell, red 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

Orange Beauty, orange 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Polaris, double, white 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Snow, white 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25.

### VUYKIANA AZALEAS

Beethoven, mauve-lilac, waved petals 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Johann Strauss, single, rose blotched 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00.

Hexe, double, red, late 12 ins., \$2.00; 15 ins., \$2.50; 18 ins., \$3.50.

Ledifolia alba, white 6 ins., 50c; 8 ins., 75c; 10 ins., \$1.00; 12 ins., \$1.25; 15 ins., \$2.00; 18 ins., \$2.50; 20 ins., \$3.50; 24 ins., \$5.00.

Macrantha, salmon, late 12 ins., \$1.50; 15 ins., \$2.50.

Mollis, pink, yellow, orange 12 ins., \$1.75; 15 ins., \$2.00; 30 ins., \$7.50.

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MULTIFLORA ROSE BROOKVILLE NURSERIES GLEN HEAD, N. Y. topsoil material frequently runs pH 6.0; that is 1/1,000,000 of a gram of free hydrogen ions per liter. The significant thing to remember here is that a one unit change in pH value represents a tenfold change in actual acidity. In going from pH 5.0 to 7.0 a hundredfold change in actual soil acidity is involved.

Most soils vary between pH 5.0 and 8.5. Some forest soils, raw humus, heaths and peat bogs may run pH 3.5 or even lower. Arid land soils could test as high as pH 9 or 10. These extremes are only rarely encountered under landscape conditions in humid climates and only under unusual circumstances, such as the disposal of waste materials.

Why is the pH of a soil so important, and what interpretation can we make of the information? First of all, a soil reaction between 6.5 and 7.0 is the most favorable reaction for most plants. pH is not a factor affecting mineral availability in this range. If your soil tests in this range, vou can forget about pH problems even for the most lime-loving of lawn grasses. Many folks use lime indiscriminately-when a pH test would save them time and money, and even some possible harm. At the extreme ranges previously mentioned, the hydrogen or hydroxyl ions themselves are toxic to plant roots.

Much more important are the indirect effects of changes in pH on the availability of plant nutrients and the ease with which they can be assimilated, as well as on other soil conditions both physical and biological.

### Influences of pH.

The influences of pH may be enumerated as follows:

1. Availability of plant nutrients: Nutrient elements occur in the soil in two general conditions, either as relatively simple water-soluble compounds, easily available forms; or in rather complex, not readily available forms. A change from the latter to the former state is often dependent on or at least encouraged by suitable pH of the soil. The case of phosphorus, an important element, is typical of this situation. A quantity of phosphate fertilizer applied to a circumneutral soil would probably supply appreciable quantities of available phosphorus to plants. In an alkaline soil, the presence of a saturated soil solution of calcium bicarbonate effectively prevents conversion of appreciable amounts of the phosphate fertilizer to readily available form. In a strongly acid soil, phosphate fertilizer is rapidly converted to insoluble iron phosphates. Iron, while avail-

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### SEEDLINGS (not guaranteed)

American Arborvitae, 3-yr, seedlings (3-0), 3 to 5 in	
Norway Red Pine, 3-yr. seedlings (3-0), 6 to 10 in.	
White Pine, 3-yr, seedlings (3-0), 6 to 10 in	
Engelmann Blue Spruce, 3-yr, seedlings (3-0), 3 to 1	5 in
Norway Spruce, 3-yr, seedlings (3-0), 3 to 6 in	
White Spruce, 3-yr. seedlings (3-0), 4 to 8 in	
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able to plants in acid soils, is converted to insoluble forms in alkaline soils. Manganese, copper, boron and zinc are usually available in neutral and moderately acid soils. Under extreme soil reaction conditions, either acid or alkaline, these important trace elements are converted to unavailable forms.

2. Activity of soil micro-organisms: The activity of different groups of soil micro-organisms is easily affected by changes in soil pH. For example, an acid forest humus might contain large quantities of phosphorus and nitrogen, but because of slow decomposition rates these materials are largely unavailable. An application of limestone, or the effects of a surface fire bringing about important increases in pH, would significantly increase the activity of bacterial populations with a subsequent release of additional available nutrients.

3. Solubility and potency of toxic agents: Aluminum compounds may become toxic in strongly acid soils. Copper spray residues may also be toxic. The toxicity of the aluminum ion in acid soils leads one to question the desirability of using aluminum sulphate as an acidifying agent.

### Effect on Soil Structure

4. Physical conditions of the soil: Strong acidity or alkalinity causes deflocculation of soil colloids and breakdown of soil structure. The poor physical condition and decrease in porosity which results has an unfavorable effect on general productivity.

5. Prevalence of plant diseases: Damping-off and potato scab are examples of important plant diseases which can be controlled by adjusting

the soil reaction.

6. Competitive powers of different species of plants: Many plants commonly found on acid soils also grow well and frequently better on neutral soils; i.e., white cedar, white spruce, sorrel. On the other hand, some like watermelons, cranberries, azalea, laurel and pin oak frequently develop nutritional difficulties on calcarcous soils, particularly with respect to iron deficiency.

Correction of adverse pH status in soils is traditionally accomplished by the use of ground limestone, ashes, marl or other liming material. While the actual amount of limestone to be added cannot be determined from the pH alone, information on soil texture and organic content are sufficient for an agronomist to make an empirical but nevertheless reliable recommendation. Deliming or acidification is frequently done by adding sulphur. One pound of sulphur will

# **POLITICS AFFECTS YOU!**

# Musser Forests, Inc., <u>Has</u> Cooperated In Pennsylvania's Reforestation Program

No other privately owned company or group of individuals in Pennsylvania or elsewhere has promoted reforestation more extensively than Musser Forests. Many thousands of acres of wasteland or unimproved land has been put into production in following the reforestation program. Many millions of trees are now maturing into timber on land owned by Musser Forests.

For years Musser Forests has cooperated with the state nursery superintendents throughout Pennsylvania in supplying tree seed and exchanging varieties of seedlings in order that state nurseries would have on hand trees that were in short supply.

On occasions Musser Forests has been requested by state nurseries to take off their hands various types of trees when these nurseries found themselves overstocked. These trees were purchased AND PLANTED, thus saving the state financial loss as well as the loss of trees for the reforestation program. Only an operation with modern equipment and facilities could properly handle such quantity planting.

Trees maturing into timber planted on lands of Musser Forests outnumber many ames over the total number of seedlings procured from the State of Pennsylvania. The reforestation program of the state has certainly suffered no loss but has rather gained through the cooperation of Musser Forests.

In spite of the facts stated, the Attorney General of the State of Pennsylvania has instituted action against Musser Forests because of alleged violation of the reforestation statutes.

We can only conclude that the case of the State of Pennsylvania against Musser Forests is politically inspired. The most that can be charged is failure to file Forest Tree Plantation Reports on mimeographed forms furnished by the state. Musser Forests did submit reports, but it is an obvious fact that mimeographed forms furnished for this purpose are entirely unsuitable for so large an operation as the planting of millions of trees on various tracts scattered over a large area during the short planting season.

Although the Pennsylvania Dept. of Agriculture has twice attempted to revoke Musser Forests' nursery certificate this spring, and widespread but misleading publicity has been given to these actions, the courts, on both occasions, have acted promptly to reinstate the certificate.

Therefore we are legally authorized, and in a position, to make shipments throughout the United States.

No business can grow and thrive over a long period of years as Musser Forests has done except through ethical practices, careful planning, efficient management and a product that assures a growing list of satisfied customers.

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### Chelating Agents

A new development in supplying mineral nutrients to soils when adverse pH conditions have been responsible for nutrient unavailability has been in use of so-called chelating or sequestering agents. With these new agricultural chemicals, the mineral is combined with an organic compound which resists its conversion to an insoluble form in the soil. The nutrient, say iron, is absorbed into the plant in its chelated form, and then biochemical reactions within the plant cells are able to make the separation.

This discussion would not be complete without some mention of some of the other common causes of nutrient unavailability or deficiency, not necessarily related to soil reaction. Some of the most important are: Competition between different groups of plants for the same nutrient; tic-up of nutrients by soil organisms; use of high C/N ratio organic materials; soil depletion by farming, erosion or fire; effect of soil parasites.

### NURSERYMAN HONORED

Sidney B. Hutton, president of the Conard-Pyle Co., West Grove, Pa., was honored recently by the Avon-Grove Lions' Club, which presented its annual community service award to him. The citation recognized his "outstanding and unselfish civic service," as exemplified by his 10 years as president of the local community chest and his many years' work with the family service of Chester county.

ANNOUNCED by Vosters Nurseries & Greenhouses, Inc., Sccane, Pa., and Cutler, Fla., is the appointment of David A. Scott, of the sales department, as division manager at the firm's new branch at Wilmington, Del.

INCREASED interest in broadleaved evergreens in the middle west lends special value to the June bulletin of the Morton Arboretum, Lisle, Ill., which lists the rhododendrons and other ericaceous plants currently in the collection and describes the special treatment given them. N

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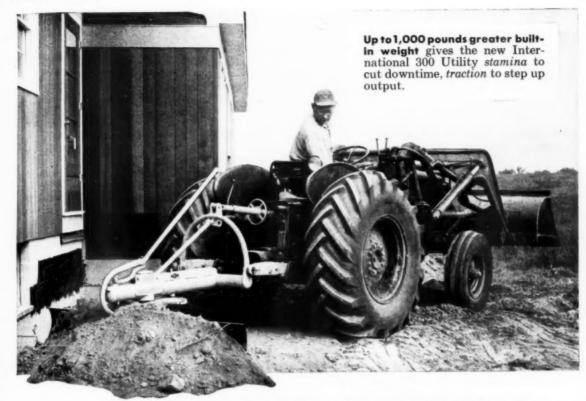
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### COVER ILLUSTRATION

### Melaleuca Leucadendron

The cajuput tree, Melaleuca leucadendron, is one of the more striking and widely used shade trees of south Florida. It is conspicuous for its flowers and its gray to tan velvety bark, which shreds in thin, broad

The cajuput tree is also called locally punk tree, broad-leaved paperbark tree, milkwood and white tea tree. It belongs to the myrtaceae family and is closely related to the bottle brush or callistemon. It is a broad-leaved evergreen that grows to a height of 80 feet, with a spread usually of 15 to 20 feet, and forms a fast-growing, slender, upright or pendulous tree. It is a native of Australia and tropical Asia. Being subject to frost damage, it should be used only in protected locations in central and south Florida. The creamy to pinkish, bottle brush type flowers are borne in spikes to six inches long and appear in late spring or early summer. They have a pleasant, spicy odor. Bees working the flowers make inferior honey, lowering the grades of other types of honey. Beekeepers would like to limit the planting of this useful landscape tree.

The leaves are alternate, simple, two to four inches long, stiff, leathery and firmly pointed. They are gray-green on both sides and are aromatic when crushed. The seeds are borne in hard, brown capsules along the stem. The usual method of propagation is by seeds.

The cajuput tree does well in sun or shade and is well adapted to alkaline, dry, low, poorly drained soils and soils subject to salt water. It also is tolerant of salt spray and adverse conditions. It can be planted almost any time of the year, from containers and as balled and burlapped specimens.

The wood of the cajuput tree is heavy and close grained, and the tree is resistant to strong winds.

It is widely used in landscape work as an accent tree for its striking bark. habit of growth and leaf. It is also used as a background tree, as a lawn specimen for seashore plantings and for pattern effect against large buildings. Cajuput trees are well adapted as upright-growing street trees or are usually planted about E. W. M. 20 to 25 feet apart.

DONALD J. REITINGER is starting a nursery at Eric. Pa.

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### I. S. WELLS STARTS NURSERY

James S. Wells, widely known as an authority on plant propagation, has started his own nursery at Red Bank, N. J., where he will specialize in growing rhododendrons and azaleas, following methods practiced by the Dutch at Boskoop, the Netherlands. Mr. Wells expects to grow a wide range of bed-grown plants and, in the future, to expand into container growing also.

The nursery, named James S. Wells Nursery, Inc., is on 10 acres and includes in its facilities a sashtype propagating house and a range of heated frames. Mr. Wells left the Bobbink Nurseries, Inc., East Rutherford, N. J., where he had been employed for the past year, on June 30, to begin work at the new nursery. He was previously with the D. Hill Nursery Co., Dundee, Ill., and Koster Nursery, Inc., Bridgeton, N. J., having come to the United States in 1946 with an extensive background of experience in propagating and growing plants in England.

RUSSELL K. BROWN, foreman and landscape designer for Kenwood Nurseries, Lewiston, N. Y., a retail nursery owned by his father, is starting a wholesale nursery on 15 acres.

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21/4-in. pots—\$20.00 per 100.

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### THIS BUSINESS OF OURS

Reflections on the Problems of Nurserymen By E. Sam Hemming

### VEGETABLE LANDSCAPING

The idea of using garden vegetable plants to landscape grounds is mostly an abstract one to the American gardener. Yet, annual flowers were often used to make attractive effects, and most vegetables are herbaceous annuals. Where land is scarce, as it is in Europe and more particularly in Japan, and the gardeners are more precise and meticulous, the idea of attractive vegetable gardens is not unknown.

Horticulturist visitors to Japan have told me that land is so scarce there that vines are often trained on supports over ditches and small streams so that the plants can get the necessary light and, as a result, are attractive. Similarly, plants are trained on fences and trellises for support.

Of course, the idea of using these plants in the landscape is in a sense not unknown in America. Witness the not infrequent use of culinary herbs in the dooryard garden and even in knot gardens, as edging and other semiformal arrangements. It is to be hoped that land will never become so scarce in America nor our economy so poor that such plant use will become a necessity, but from the standpoint of the amateur or the hobbyist, it does offer some interesting scope for imagination.

### Vegetable Edges

Some ideas that possibly could be used might include these: As an edging plant, parsley, even carrots and lettuce, could be used for walks, paths and other borders. The modern style of architecture, with its increased use of structures, offers supports for the vine type of vegetable. The modern gardener often uses the gourds for such spots, so that there is no reason why plants such as cucumbers or pole Lima beans could be used in this manner. I have seen cucumbers trained on supports like those in greenhouses where they were being grown commercially.

Not so many vegetables are particularly showy as to color, but neatly staked tomatoes, both the red and yellow varieties, could be made attractive. They could also be trained on certain types of fences and trellises. It may seem a strange use for sugar corn, but these plants could be used as a summer screen plant where they could effectively hide unsightly views for a few months.

### **Ground Cover**

There is at least one vegetable that would make a suitable ground cover, for the rampant vinelike growth of the sweet potato could be grown to sprawl effectively over the ground. The foliage is really appealing. A good stand of spinach has a pleasant dark green foliage and of course lasts fairly late in the fall.

Among the vegetables are a few that are not required in quantity, so that a plant or two in the corner is sufficient. The red pepper is one that comes to mind, as do the citron (a vine), which makes a fine preserve, and the tomato, which can be planted in this way. Also, concentrated feeding and intensive culture can furnish surprising yields from just a few plants of such items as potatoes.

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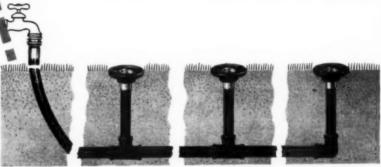
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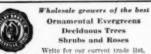
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dens as a hobby that the fine care they give the plants results in such an attractive picture that one can consider their vegetable gardens things of beauty.

### SEQUEL TO PIG STORY

In an article earlier this year I mentioned that my 12-year-old son, Mike, had joined a 4-H Club and had decided to raise a pig as his project. In the article I had suggested that nurserymen could take more interest in 4-H Clubs and sponsor gardens, etc., among the members. My nursery has sponsored a flower garden contest among the 4-H oirls

Mike's result with his first pig so surprised us all that I thought the readers might like to hear of it. He entered his pig in the Northern Eastern Shore livestock show and was one of 111 entries. His hog placed third in the show, first in its class, for which he received a blue ribbon. and he was awarded second place for showmanship, with a red ribbon. He received a money award and a feed award, and his hog was sold at a premium; and now he says he wants to grow up to be a hog tycoon.

### MERION SEED SEAL

The turf research foundation has announced that its Merion seal of approval has undergone necessary revisions to meet the requirements of the agricultural marketing service and changes in the federal seed act. All literature bearing the old seal should be discarded immediately, the foundation states. According to latest regulations, Merion bluegrass is incorrect terminology without the information that it is a Kentucky bluegrass. The new seal approves Merion as an improved variety of Kentucky bluegrass, produced or processed by a member firm supporting the aims and objectives of the turf research foundation.

FORMERLY the Owens Nursery, Piasa Nursery & Landscaping is in eperation on Route 2, Godfrey, Ill.

AMERICAN BULB CO., Chicago, has announced consolidation of its interests and activities with those of O. M. Scott & Sons Co., Marysville, O. Operation of both companies will continue independently, as before. A. Miller, who organized the American Bulb Co. at Chicago in 1916, will remain as president of that company, working with an expanded organization to enlarge its scope of operations.



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### PLANT NOTES HERE AND THERE

By C. W. Wood

### Thoughts on Liatris

Although liatris is often a nearmagenta color, some of the kinds. especially L. pycnostachya and L. scariosa, are so valuable in other ways, as garden plants and for cutting, that even the sophisticates are forced to use and admire them. After a talk to a group of Iowa garden clubs a few years ago in which the two kinds mentioned were discussed, one new recruit to the gardening ranks who had taken a dislike to magenta (noisy and vulgar, she called it) took me to task for recommending the plants because of their harsh colors and, as she said, their "indecent habit of opening their flowers from the top of the stem instead of from the bottom as decent flowers do." Since then, I have noticed repeatedly at summer and fall flower shows that the ladies use liatris flowers in their choicest arrangements.

It is unfortunate that space is so limited that I cannot use much of it to discuss the common names the genus has accumulated, for I have gathered together a host of quaint ideas on the subject. But a few of the more popular ones may be mentioned: Backache-wort, blazing star, button snakeroot, devil's-bit, gayfeather, prairie pine (perhaps from the strong odor of turpentine of the bruised root), roughroot, rattlesnake master, sawwort and throatwort. Most of the common names are selfexplanatory; so I need not go into that phase of the subject, except to point out the diverse roles the plant has played in home remedies.

The two kinds mentioned are brilliant examples of what high culture will do to nondescript wildings. For example, depauperated specimens of L. scariosa which I collected from the sterile sandy plains of central Michigan got up to four feet after they had been in rich, double-trenched soil of the garden for two years. And it is not impossible to get 5-foot growths from L. pycnostachya under the same treatment. The plants certainly repay for any attention given them in the garden. They come readily from fall-planted seeds, even the white-flowered forms coming true to color. I had a strain of L. scariosa alba once which came almost 100 per cent true. Liatris may also

be grown from leaf cuttings by pulling away part of the basal leaves, each with a piece of the old wood so as to be sure of getting the adventitious bud at the base.

### Campanula Barbata

There seems to be so much difference of opinion among gardeners about the faults and virtues of Campanula barbata that I have been thinking a few remarks on the sub-

ject might be useful. It seems to be a direct contradiction, when one reads in Mrs. Wilder's "Adventures in a Suburban Garden" that she, an experienced gardener, found it difficult to grow, and then in Bailey's monograph on the genus that "it is a neat plant for the rock garden, and does well also in the open." But after one tries it under various growing conditions, it becomes apparent that it is easy to make it short-

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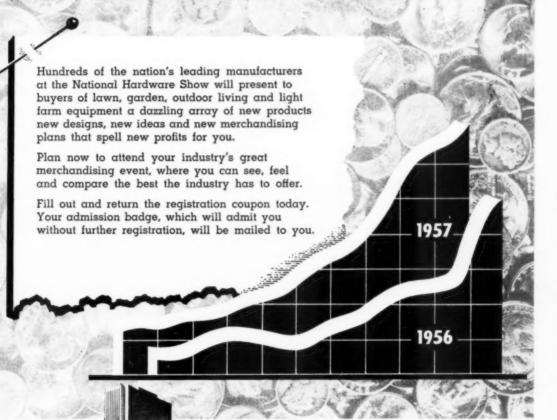
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lived and almost as easy to make it as permanent as most alpines are in lowland gardens. I shall try to point out a few conclusions based on a series of experiments carried out here in northern Michigan years ago.

As plant collectors in the Alps of Italy, Switzerland and Austria have long pointed out, the plant is variable, ranging all the way from two inches to two feet in height. I never had plants reach either of these extremes, though a growth of 18 inches is not uncommon. The plant is then short-lived, perhaps because a prodigious production of its large, hairy. pale blue bells exhausts the long, woody taproot, especially if the large specimens having upward of 20 seed capsules are permitted to produce the immense number of seeds of which they are capable. On the other hand, if one follows what he has been taught about giving a hairy-leaved plant light, well-drained soils and goes a little farther and makes the plant quite sterile, the bellflower then seems to adjust flower production to reduced fertility and is then permament. In any case, it is not, because of its long taproot, easy to handle in the nursery unless it is kept in pots until sold. It grows readily from seeds, but damping-off can be bothersome unless the plant is watered from the bottom.

### Astragaluses

The more one investigates our native flora, the more one is convinced that we have not even begun to scratch the surface of our resources. Of the hundreds of good garden plants which America has to offer, probably not more than 5 per cent have found their way into gardens, especially if we exclude the plantings of a few specialists. This fact was brought home to me a few years ago when I had the privilege of going over a good collection of astragaluses and examining the gardener's notes on the plants. Of the many kinds then growing in that garden, I made rather copious notes, hoping for the time that interest in the genus would make it profitable to give a rather extended account of them in this column. But matters in that quarter seem not to have improved; so I shall, after offering a few general remarks on the subject, restrict this note to three or four items which were noticeable for their beauty.

According to most botanists, astragalus is made up of about 1,500 spcies. Rydberg broke up the western American representatives into a number of genera, creating not a little confusion among horticulturists.

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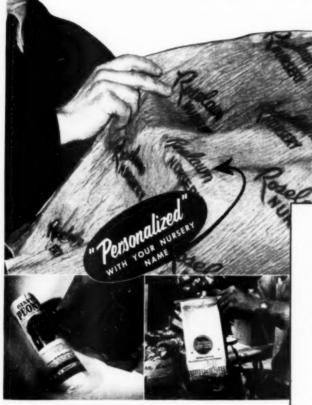


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PAINESVILLE, O.

I do not know just how many distinct kinds the west holds, but one flora of the plains and foothills country that I consulted shows 76. In any event, there is a lot of good material in the genus—material that should be looked over by commercial growers of native plants, with the view of sorting out the good kinds and working out growing methods for them.

My own brief experience with them leads me to the belief that the plants should be grown and sold in pots. There is something in their make-up that causes trouble when they are transplanted in the usual way. Some observers have advanced, perhaps correctly, the opinion that the plants depend upon a semiparasitic organism, which is lost or disturbed in transplanting. It is true that, from some cause, they are not easy to transplant, and the plant grower will find it advisable to use pot-grown plants at the present stage of knowledge of the subject. Astragaluses are, so far as I know, easy to grow and keep in light soil in full sun, so long as they have their parasitic friends. They are grown from seeds, which are often tardy in germinating.

I am sure that the loveliest on which I made notes was A. caespitosus, a plant of dry hills and plains from Canada to Colorado and Utah. It is a compact, matty plant, with silky leaves, entire or divided into three to five leaflets, the whole thing not over two inches tall. The purplish flowers (not an undesirable shade, though) are pressed against the silvery leaves, making a beautiful picture from late May until July. If you use Rydberg's interpretation of these legumes, you will find this one under name of Homalobus caespitosus. Astragalus chamaeluce, of Gray, is a splendid little thing, about the same size as the preceding, but with a more abbreviated flowering season, usually lasting no longer than through May. It is Xylophacos pygmaeus of Rydberg. Astragalus drummondi (Tium drummondi of Rydberg) is a taller plant, usually about a foot tall, with the silvery foliage characteristic among astragaluses and cream-colored flowers in May.

### Hetz Midget Arborvitae

The splendid essay on ground cover plants which appeared in a recent issue of the American Nurseryman prompts me to say a few words in praise of the little Hetz midget arborvitae, in the same connection. I know nothing about the plant except the little that has come from observation during the short time it has

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been in my trials, but all that I know is in its favor as a garden plant, especially in the role of an evergreen edging. It is said to get no taller than a foot (our plants are not more than half that) at maturity, and that would make an edging plant of wide usefulness. I am on the trail of more information on it which will be recorded here when it is forthcoming.

#### Potentilla Fruticosa

It is only a step from an edging to a low hedge plant, which leads naturally to the shrubby cinquefoil, Potentilla fruticosa. The species varies greatly in growth habits, ranging all the way from pygmies to 3-foot or taller plants, and also varies not a little in its yellow (also white) flower color. My present selection is a bright gold color, shining brilliantly in the sunshine that it loves, from June until frost. It grows two feet or slightly taller in height, clothed in the typical ferny leaves of fruticosa, making a splendid ornament. All of the upright-growing fruticosa varieties make good, low hedges, and this one is no exception. Planted a foot or so apart, the plants would make the dense growth wanted in a hedge and, at the same time, would add beauty of leaf and flower over a long period. I have not grown it, so cannot say

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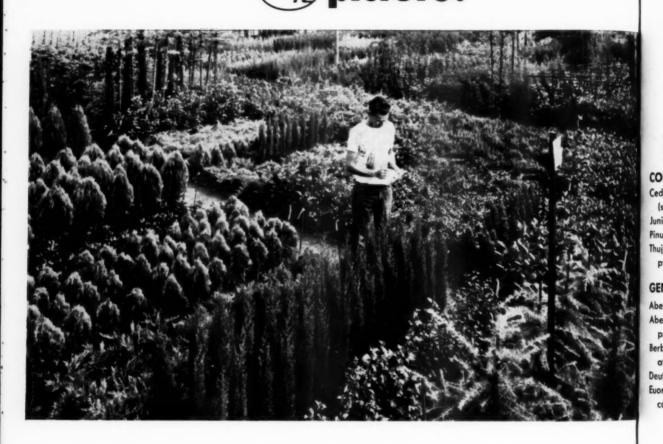
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about its hardiness, but there have been upward of a dozen other forms, mostly geographical, of the species in my trials, and they were all hardy as far as I remember at the moment. Hardiness should be inherent in the plant, for it occurs naturally in the northern hemisphere, around the world, extending its range into the arctic regions. It is not particular as to soil, and most forms persist under dry conditions which would discourage many shrubs, but one should not expect summer flower production without moisture. Potentilla fruticosa is easily propagated by cuttings of new growths in summer, rubbed off with a heel and rooted in a shaded frame.

#### Viola Floraire

I like to think, though I have no basis for the thought, that the charming Viola Floraire had its origin in the polymorphous V. calcarata with perhaps the help of other charmers, such as its close of kin, V. cenisia, and that most fragrant of the pansy violets, V. thomasiana. Anyway, under the careful eyes and hands of the Correvons at Floraire Nurseries in Switzerland, there was fashioned one of the most delightful violas that I know, a sprightly little plant with a continuous procession of little lavender-blue butterflies from the passing of snow in spring until its coming in late fall or winter. In fact, with the aid of no more than a hand glass, I have picked more than one Christmas nosegay of this viola from beneath a foot or two of snow.

As usually seen, the color varies, though it is fairly constant in light to dark lavender blue and always lovely. The plant usually comes true from carefully saved seeds, but selected forms should be grown from cuttings. These should be fresh growths, which come naturally from the base in summer or may be induced to come more freely by shearing the plant in early summer, rooted in a shaded frame and transplanted to a protected frame over the first winter. Like others of the pansy

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violet persuasion, the plants tend to bloom themselves to death; so they should be frequently renewed.

Although it is out of our range, I should like to add an observation on V. calcarata made by Correvon in his "Flore Alpine." He wrote that "the flower, gathered at the time of opening and dried in the shade, is much valued by our highlanders who enjoy an infusion of them against affections of the throat and catarrh.'

### Myosotis Rupicola

I had an inqury recently from an Oregon reader regarding the meaning of Myosotis rupicola and its culture, which I hasten to answer while the rupicola story is fresh in my mind since I looked up my notes on the subject to settle an argument in the Wood household.

Regardless of what botanists say about M. alpestris and M. rupicola, there is not a little difference between the smallest, tightest alpestris that I have seen and true rupicola. It may be that Farrer was right when he wrote that "one rupicola was named from the British high-alpine form of Myosotis alpestris, which occurs only on Mickle Fell." And again: "Thus rupicola, of gardens, should be a dwarf, stunted, big-flowered version (if a plant loses in length

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of stem, it generally increases in size of flower) of Myosotis alpestris." I do not know. But I do know, though, that M. rupicola, as I had it from Correvon in Switzerland and Will Ingwersen in England, is one of the loveliest, little, blue-flowered plants that I know. It was a true perennial here, making tight little tufts of forget-me-not foliage, bearing large (for the size of the plant), deep blue flowers in the forget-me-not season. When it first commences to bloom, the deep blue flowers are held tight against the tiny tuft, and even when it is approaching the end of the flowering period, the stems are seldom over two inches long, if it has been treated correctly. And correct treatment, according to experience here, calls for an extremely lean diet, because, as with many high alpines, high living causes a bloated appearance all out of keeping with high mountain folk. It did well here in pure gravel, to which a little sifted leaf mold was added, and in dappled shade or in full sun, if moisture was supplied to the roots.

Seedage is the best way to increase the plants, I believe, though the clumps may be dug soon after flowering and pulled apart, rooting the pieces in a sand frame or bench.

As I reread the foregoing, the thought came to me that readers, trying the plant and finding it not so perennial as the notes would indicate, might condemn the writer as a spinner of yarns. It should be added, then, that the plant requires perfect drainage in light soil, on the lean side; otherwise it will bloom itself to death, even as M. alpestris does. It may also be added that I grew some plants for six years before breaking them up. And that is what I understand by the word "perennial."

#### MISSOURI ASSEMBLY

[Continued from page 15]

same things in which real nurserymen are interested and should be guided accordingly.

Arlin Hagge, of the United States Department of Agriculture barberry eradication program, showed a film on wheat rusts and their controls. He spoke briefly on his part in nursery inspection of barberries and the responsibilities of nurserymen in

this respect.

The next part of the program covered plant propagation. Evert Asjes, Rosehill Gardens, Kansas City, Mo., showed a movie he had made of his summer propagation procedures. He uses semimature cuttings for the most part and sticks them in



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with water so that it needs no more water until the cuttings are rooted. A pipe framework erected over the outdoor coldframes is covered with burlap for shade. The frames are covered with regular sash. The cuttings are sprayed with water only to maintain humidity. Mr. Asjes pots the cuttings when they are rooted, and the pots are placed in a lean-to

sharp sand that has been saturated

greenhouse where humidity is maintained for about two weeks. Then the pots are placed in coldframes, where they are set in sand. They are held there through the winter and lined out in the fields the following spring. This procedure has proven quite satisfactory though Mr. Asjes makes minor changes in it from time to

### Holly Propagation

Joseph Houlihan, Jr., of the Houlihan Nursery, Creve Coeur, illustrated his talk on the propagation of holly with Kodachrome slides. He stated that a good seed source is the first essential of holly propagation. Seeds are sown in a regular seedbed and sturdy 1-year seedlings are selected and potted as rootstocks. The scions are selected from healthy, well-berried plants of good foliage and form. Great care should be taken

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in selecting the plants from which scions are taken. The scions are denuded except for the top three to four leaves and grafted to the stock with a side graft. The pots with grafts are set in a grafting case, where humidity is maintained until the graft union is well callused. The top of the seedling is cut off just above the graft, and the plants are hardened gradually in a greenhouse. They are then repotted and carried through the winter in a lath house before lining out in the field.

Ralph Shugert, of the Forrest Keeling Nursery, Elsberry, told of the mist propagation of cuttings as practiced at that nursery. He stated that the electronic leaf control has made this type of propagation completely satisfactory. Perhaps the greatest change in mist propagation since its adoption is the shift from constant to intermittent mist. Since so much water is applied to the cuttings, drainage of the rooting medium is extremely important. Drain tile is placed beneath the rooting beds. Vermiculite has proved to be the best rooting medium under mist. Polyethylene is used as a cover for the propagation structure. Much less water is needed with this method, because polyethylene retains the moisture within the structure. Under mist, cuttings taken in January are banded in April and May.

Mr. Shugert said that mist is used both in winter and summer. In winter heat must be added, but in summer, heat from the sun is sufficient. A new type of propagation structure is being used by Forrest Keeling Nursery for the first time this year. It is a house with all north light. The summer cuttings are stuck in soil, rather than sand or another medium, and covered with polyethylene. They will remain in this soil untouched until the following spring, when they will go directly to the field. Some experimental work of this nature was conducted last summer, and the saving of labor was considered well worthwhile.

Much of the propagated stock at the Forrest Keeling Nursery goes from bands to containers. Container growing fits readily into the program. Constant feeding in small dosages and careful attention to watering are needed.

The Tuesday afternoon session convened with Prof. D. F. Millikan, of the horticulture department, University of Missouri, presiding. Vincent Bailey, of the J. V. Bailey Nurseries, St. Paul, Minn., and American Association of Nurseryman director from region IV, brought a message

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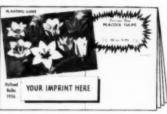
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from the association. Mr. Bailey said he welcomed this opportunity to get acquainted with the Missouri nurserymen. He further stated that any trade association can benefit the members only to the extent it includes a large portion of those in that trade, and he urged complete support of the A. A. N.

Mr. Bailey reviewed some of the activities of the association. He stated that the group insurance plan continues to grow and to prove of benefit to more nurserymen. Many national and regional problems receive the attention of the Washington office. The gypsy moth situation in the northeast was one such problem that is now being taken care of largely through the original efforts of the A. A. N. Fair trade practice rules have been formed for the industry and are ready for explanation and discussion at the Los Angeles convention. The A. A. N. receives a great deal of free industry-wide advertising through Howard P. Quadland's public relations office. Mr. Bailey concluded his talk by telling of some of the high lights planned for the A. A. N. convention and urged Missouri nurserymen to join and support the national as well as their local organization.

The next speaker on the program



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was Milton E. Gross, professor of journalism at the University of Missouri. He stated that in the eves of an advertising man, nurserymen do little advertising. Most of the catalogs and price lists are truly sales aids rather than advertising. The mass media of advertising papers, radio and television-should be used to increase the number of persons contacted by catalogs and other means. Mass media are effective in increasing the drop-in business and inquiries. Every day there are more potential customers that do not know of a firm's merchandise. These must be reached through the mass media. Advertising should attract attention, give information and instill confidence in the prospective customer. The cost of advertising should not be the only criterion in judging its worth, nor is the true value of advertising the immediate increase of business.

### Merchandising

Merchandising for nurserymen was the title of the talk by John J. Pinney, of the Willis Nursery, Ottawa, Kan. Mr. Pinney, author of many articles on merchandising, stated that there have been many changes in the merchandising of nursery stock. There have been mail-order nurseries which sold everything through a catalog with pictures, descriptions and prices. There has been the doorto-door salesman, who had an important part in selling nursery stock through the midwest. More recently there has been the retail nursery doing business in a relatively restricted area. Perhaps the greatest change in merchandising has been the coming of the garden center.

Mr. Pinney pointed out several essentials in the layout and operation of a successful garden center. Ample parking off the street or highway is essential. The entire garden center must be laid out for the convenience of the customer. Departments should be easy to find; signs are important to direct people in this respect. The place should be kept neat and clean

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7 to 8 ft., 11/4-in. cal.

7 to 8 ft., 11/2-in. cal.

8 to 10 ft., 11/2-in. cal. 8 to 10 ft., 13/4-in. cal.

8 to 10 ft., 2-in, cal.

10 to 12 ft., 13/4-in. cal.

10 to 12 ft., 2-in. cal.

10 to 12 ft., 21/4-in. cal.

12 to 14 ft., 2 to 21/2-in. cal.

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and in good repair. All displays should be neat, convenient and well labeled as to name and price.

Mr. Pinney had some ideas regarding advertising for garden centers. He suggested advertising to bring in potential customers, to keep the firm's name before the public, to give ideas on where to use plants, when to plant and how to use flowers and fruits in decoration or as food. Advertise specific items only if people know them, he said. Advertise results - not a shade tree, but rather the comfort of shade from this tree in the future. Make all advertising believable and timely. Always show a personal interest in the customer.

Dr. T. W. Bretz, professor of forestry, University of Missouri, showed a film on Dutch elm disease. The picture showed clearly the symptoms and treatments of the disease and explained its transmission. Dr. Bretz answered questions from the floor after the showing of the film.

Tuesday evening, all nurserymen and their wives and families enjoyed a barbecue in the packing shed at the Wilkerson Nursery, Columbia. After the informal meal, everyone had the chance to renew acquaintances and swap ideas, as well as fish stories. Wednesday morning, the

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Fibrous-rooted and excellent trees.
6 to 8 ft.; 8 to 10 ft.; 10 to 12 ft., good caliper.

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short course reconvened at the Studen Union, with Prof. M. N. Rogers, of the horticulture department, presiding. He introduced Dr. R. A. Schroeder, chairman of the department.

### University Program Told

Dr. Schroeder described the functions of the department, which is composed of 12 staff members in five sections or divisions of horticulture. These divisions are landscape gardening, floriculture, fruit production, vegetable production and pro-cessing. The staff is engaged in carrying out several activities of teaching, research and extension in each of these divisions. Teaching occupies 40 per cent of the total effort of the staff. At the present time 49 different courses are offered in horticulture; twelve of these are in landscaping. The horticulture staff works with other departments and schools to provide a complete course of train-

Research occupies 60 per cent of the total of this horticulture staff. Research has the responsibilty of giving the people of the state the information and facts in their field that will permit them to keep up with competition. Nonagricultural business spends from 3 to 5 per cent of VISIT, CALL, WRITE OR WIRE

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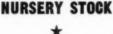
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gross sales on research. In the agricultural industries, the figure is much less. Research is conducted in the horticulture department on a project basis. There are now 23 major projects under way. None of these projects is directly in the area of landscaping, but there is some research which has application to it. Extension is responsible for taking the results of research out to the people. At present there are two extension men in horticulture-one in fruits and one in vegetables. There is no one in the broad field of landscape gardening doing extension work.

Dr. F. G. Meyer, dendrologist at the Missouri Botanical Garden, St. Louis, Mo., showed a series of Kodachrome slides and gave an interesting commentary on his trip through western Europe last summer. He prefaced his pictures with the comment that he was interested in the introduction of new plants of promise to the midwest. Many native American plants have found their way to European gardens, just as many European plants have been brought to this country to enhance our gardens.

Dr. Meyer had many beautiful pictures of plants and gardens taken throughout western Europe, some of which illustrated plant material that



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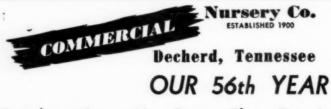
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might have some promise in this country but is not now being grown here. Europeans generally use more flowers and flowering shrubs in more places than we do in this country: Dr. Meyer commented that he saw wall gardens, roof-top gardens and gardens in all public places, especially around railroad stations. We might copy some of the ideas in this country. Dr. Mever made the comment that French gardeners are more interested in design, and the plants become secondary in importance, whereas the English gardeners are more interested in plants.

### Management Areas

Harry O. Balthasar, Nashua Nurseries, Nashua, spoke on the business part of the nursery field. Mr. Balthasar prefaced his remarks with the statement that he had spent 18 years in sales analysis work and had just recently come to the nursery field because he liked it. He stated that nurserymen, as far as he could see, are in the business because they like the work and they like plants, but everyone must make money in order to live. Therefore it is important for everyone to look at the business side of the nursery operation.

Mr. Balthasar suggested that each nurseryman ask himself these ques-

tions:

1. "Am I efficient?" — Good management must designate authority, must control the inventory, must control advertising and must control overhead to see that all of these things are in line.

2. "Are my profits in line with my investment?" — If you are not making approximately 2% per cent, you would be better off to sell out and invest your money in government bonds, it was said.

3. "Do I ever run costs on jobs?" Mr. Balthasar feels that it is a good idea to check every once in awhile to see that costs are in line with the charges. Perhaps you should make adjustments in the charges or check to see why it is costing you more to do some jobs than others.

4. "Do I have any idea of the cost of operation?" — In this respect, Mr. Balthasar suggests that you check the labor which you are using to determine if the labor you now have is worthwhile. It is often better to pay a fair price for labor, because you will get more work out of such types of labor than you will out of cheap labor.

5. "What is my unit cost per plant?" — Space has value. Discard plants that just occupy space, said Mr. Balthasar. There must be a



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On the Eastern Shore, Del-Mar-Va Peninsula **EXMORE, VIRGINIA** 

definite turnover in the nursery just as in any other business.

6. "Do I have a bookkeeping setup?" — You should know where you stand in your business at all times. Mr. Balthasar suggests that all nurserymen hire an accountant to prepare a set of books that can be kept by the owner or a bookkeeper so that he can know where he is at all times. It might be well to hire an accountant to come in once every two or three months and work up profit-and-loss statements so that you have a definite check as to where you stand in addition to having the information available for tax purposes.

Mr. Balthasar concluded his remarks by stating that the nursery business is full of expanding opportunity, but that each nurseryman must build a sound operation if he is to succeed financially today.

Nurserymen then adjourned to the ballroom of the Student Union where they were joined by their wives and families for a luncheon that was followed by the business meeting of the Missouri State Nurserymen's Association. President Ben Asjes presided and after the usual reports opened a discussion of the proposed "Plant Missouri" program. This com-

[Concluded on page 75]

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# CALIFORNIA ASSOCIATION OF NURSERYMEN

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### REDWOOD EMPIRE CHAPTER

The June meeting of the Redwood Empire chapter of the California Association of Nurserymen was held at Walker's restaurant, Napa, the first meeting of the chapter to be held in that area. There were 38 persons present for dinner.

The secretary read the minutes of the May meeting, and they were approved with one correction by

Harold Prickett.

President Peter Peterson appointed the following members to the nominating committee: Paul Clark, Jim Gaddis and Laust Lund.

The date for the annual picnic was set for August 19. It will be held

in the Napa area.

Harold Prickett, Carl Schmidt and Robert Sinclair commented upon the short course given at California State Polytechnic College, San Luis Obispo. All commented favorably on Elmer Merz's talk, which concerned profits and taking care of the shrinkage in stock. Robert Sinclair commented on the course from the viewpoint of an employee.

A motion was made, seconded and passed to hold the chapter meetings alternately at San Rafael, Santa Rosa and Napa. President Peterson announced that the directors had approved the application of Lackey's Nursery, Napa, for regular membership in the association. The nursery is owned and operated by Richard

Lackey.

Members of the Redwood Empire chapter that had displays at the Marin art and garden show were Sunnyside Nursery, West End Nursery, Birchlane Farm, and Waltz Gardens. Jim Egger, Egger & Son Nurseries, was manager of the show.

Friends of Leo Ihle will be glad to hear that he is now home making a speedy recovery from his recent heart attack. Mr. Ihle is devoting his full efforts to the nursery business after retiring as publisher of the San Francisco Call-Bulletin.

Recent new regular members of the Redwood Empire chapter are the Green Tree, El Verano—Richard Terrill; Skylark Nursery, Santa Rosa—Ken Smith; Carlaw-Bennett Nursery, Sebastopol—William and Mabel Carlaw; Lackey's Nursery, Napa—Richard Lackey, and Bancroft's Valley of the Moon Nursery, Sonoma—E. S. Bancroft. New affiliate members are Jack Leslie, Carlaw-Bennett Nursery, and D. J. Riedel, California Spray Chemical Corp. Hugh Wallace, Sec'y.

### **OREGON NOTES**

According to an announcement made by the Oregon state depart-

ment of agriculture, all prepackaged nursery stock shipped to Canada is now subject to entry refusal. Canadian plant inspection procedure subjects nursery stock to complete inspection on arrival at a port of importation or at destination in Canada. However, Canada's department of agriculture has experienced considerable difficulty in examining imported prepackaged nursery stock, such as rosebushes and flowering shrubs. As a result, ornamental plants prepackaged in individual cartons, plastic covers or other containers which make adequate inspection of the contents difficult or impractical are not acceptable and are subject to Canadian entry refusal. This prohibition does not apply to prepackaged dormant bulbs and

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I-yr. trees, 10 or more, \$1.00 each; 25 or more, 85c each. C.O.D. 25% cash with order. If all cash with order we will prepay shipping costs to all Pacific Coast points. Plenty of literature with each order—also free news mats if requested.

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perennial roots when packaged without pots or growing medium. Also, wax and other substances which prevent adequate inspection of nursery stock are not acceptable. This point does not apply to wax and other similar substances which are used to protect grafts, cuttings, scions or bud sticks.

Ambrose Brownell, holly producer, Milwaukie, Ore., was recently installed as district governor of Rotary International during a meeting of the Oregon City Rotary Club, Oregon City, Ore. Mr. Brownell, who recently attended a training session for Rotary governors at Lake Placid, N. Y., will have 52 clubs of Oregon and southern Washington under his jurisdiction.

Wayne McGill, A. McGill & Son, Fairview, Ore.; John McIntyre, superintendent of the McGill firm, and J. Frank Schmidt, Jr., J. Frank Schmidt, Jr., Nursery, Troutdale, Ore., recently journeyed to Yakima and Sunnyside, Wash., and Milton, Ore., to look over the nurseries in those areas.

Robert S. Mullison, assistant manager, A. McGill & Son, made a selling trip of five weeks' duration, in May and June, in the midwest. He reported business good throughout the area, and all the nurseries re-

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Apple, Pear and Chinese Elm Seedlings

Fruit, Shade and Flowering Ornamental Trees

# **WASHINGTON NURSERIES**

P. O. Box 751 Phone 5-2535 TOPPENISH, WASH. ported a fine season and were optimistic about the future.

Warren C. Wilson, Saxton & Wilson Nursery, Maplewood, Ore., recently made a 2,000-mile camping trip through Nevada and eastern California, collecting and photographing native plant material, as well as sight-seeing. His firm is now producing large quantities of Christmas roses.

C. H. P.

# TULSA NOTES

The six months preceding May 1 were the driest in Tulsa's history, with only 6.06 inches of rainfall, and this dry period had been preceded by four years of subnormal rainfall. However, rains in May were sufficient to supply enough surface moisture for a good growing season. With the onset of hot weather, more rain is needed. Some nurserymen say that the soil is still too dry; others report that it is in fine shape. Perhaps the difference is a matter of location. There are hilly places with hard subsoil; in other locations the soil is deep and can absorb much moisture. Nurserymen were exceedingly busy in the spring after a late start.

Joe Sanseverino, a retired nurseryman, died July 9 at the age of 76. He was a brother of Mario Sanseverino, of O. K. Gardens & Nursery Co., Tulsa, and the father of Jim Sanseverino, of the Midwest Nursery, Tulsa. Mr. Sanseverino came to the United States from Italy when he was 20 years of age and had lived at Tulsa for 35 years. He worked for his brother Mario until his retirement 10 years ago. He is survived by his widow, four sons, two daughters, a brother, a sister and eight grandchildren.

R. C. Volintine, Tulsa Landscape Nursery, opened a salesyard in March at 1318 East 41st street.

Mr. and Mrs. Clayton Cox, Cox Nursery, left on an extended trip June 27. They plan to do much of their fall buying while driving through the south. From Miami, Fla., they will fly to Cuidad Trujillo, Dominican Republic, and return to Tulsa at the end of five weeks.

Don Kauffmann, D. S. Kauffmann & Associates, is back on the job and recovering well after spending eight weeks in the hospital.

R. W. C.

# SPRAY AGAINST BEETLE

About 175 acres in the Vineland area of New Jersey was sprayed by airplane in an effort to eradicate the white-fringed beetle from the only spot north of North Carolina known

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to be infested with the insect pest.

A light airplane of the agricultural research service of the United States Department of Agriculture sprayed a dosage of two pounds of granular dieldrin to the acre. The operation was sponsored and largely financed by the New Jersey department of agriculture.

# MISSOURI ASSEMBLY

[Concluded from page 71]

mittee received a vote of confidence from the group and will continue to work on that program.

Thirteen members, delinquent three years in their dues, were voted out of the association as authorized by the by-laws.

E. F. Larson was elected to honorary membership for his long efficient service to the nursery industry. Mr. Larson has been secretary of the Landscape and Nurservmen's Association of Greater St. Louis for many years and has long been an active member of the Missouri State Nurserymen's Association.

After the report of the nominating committee was presented at this point, Ben Asjes, Orville Moffet and Robert Eggers were elected delegates from chapter 16 to the American Association of Nurserymen's annual convention in 1957. Hugh Steavenson, Forrest Keeling Nursery, Elsberry, and Joseph B. Weston, Neosho Nurseries, Neosho, were elected alternates

Orville Moffet, the newly elected state president, appointed the following legislative committee members: Roy Graham, Old Orchard Gardens, St. Louis, chairman; Joseph B. Weston; Dale Wild; Joseph P. Houlihan, Sr., and Hugh Steavenson.

The following "Plant Missouri" committee was appointed: Joseph B. Weston, Neosho Nurseries, Neosho, chairman; Harry O. Balthasar; Paul Stark, Jr.; Joseph P. Houlihan, Sr.; Joseph P. Houlihan, Jr.: Dale Wild: Robert Dascher; Roy Graham, and Ben Asies.

The University of Missouri committee appointees are: Rover Wilkerson, Wilkerson Nursery, Columbia, chairman; Carl F. Giebel, and Hugh Steavenson.

RICHARD P. GAWNE, landscape architect, recently opened a new office at 1820 South Elena, Hollywood Riviera Village, and intends to work exclusively in the peninsula and south bay area. He has had an extensive practice in southern California for the past 15 years,

# MAY NURSERY CO.

# CHOICE YAKIMA VALLEY GROWN **NURSERY STOCK**

Fruit Tree Seedlings, Fruit Trees Roses

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General Ornamental Stock

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Quality Stock CONIFERS AND BROAD-LEAVED **EVERGREENS** 

SHADE AND FLOWERING TREES FRUIT TREE SEEDLINGS FRUIT TREES DECIDUOUS SHRUBS VINES AND BULBS PORTLAND ROSES

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We have a nice lot of named hybrid Rhododendron liners in 2%-in. plant bands. Send for list.

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Collectors of Tree, Shrub and Wild Flower Seeds

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Our 1956 catalog lists the most comprehensive collection of northwestgrown species and hybrids available.
Hardy Cyclamen a specialty.
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We specialize in the newest, hardy rhododendrons available in liners and sizes; also the extremely hardy, newer azaleas. Ask for price list.

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Place Your Bare-Root
Order Now
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- SKILLFULLY GROWN
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Wholesale Rose Growers

Corner Ely and Fern

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# LONG ISLAND SCHOOL

[Continued from page 16]

from hardware stores or lumber vards.

### Landscape Pointers

"What Makes a Good Landscape," a talk presented by Richard Webel, contained many suggestions to improve a landscape man's approach to his problems.

He should know what the public desires, first. Changes since World War II have cast their influence. Where formerly people owned one car, there is a trend for them to own two cars. Cities are decentralized. Landscaping used to be primarily for the upper classes, but now is for a much greater populace. There is little big tree moving. People are not interested in what is being grown, but more in having a good landscape picture and paying a lump sum for plan and job.

Other trends were mentioned which many people have not considered seriously. Pure park design is a part of the home job today, whereby big grass areas, trees and hedges are replacing the overshrubbed homes. The same tendency prevails with schools and other buildings, because it reduces cost of maintenance and presents a neater appearance.

The consideration in planting parkways and public areas is not the immediate result but what it will look like 10 and 20 years hence. The immediate effect is one of sparseness. It is a case of controlling the picture, rather than allowing the land-scape to control the homeowner.

The city man who first moves to the suburban area overplants, but after he becomes more horticulturally minded he tends toward simplicity. He then analyzes his own

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place and begins to use those plants that cause him the least trouble.

# Planning Ideas

How should a good landscape be built? The person doing the job must first see a good picture in his mind and then sketch it so that he can decide what to do. Key plants should be first located and later embellished with other materials. The architecture should be articulated: (1) The roof lines dictate what should be done. (2) The whole building should be framed with trees not only in front but in the rear, so that the roof line is broken. (3) The doorway must be considered seriously, because it represents an invitation to guests. Plants with hard lines can be used on soft-lined buildings and vice versa. Lawns, hedges, patios, etc., should form a pattern.

Every landscape has a characteristic. If an apple orchard is part of an existing landscape, one should take advantage of it, or a marsh may be the most important part of a landscape picture. A landscape job is a repair job; so one should make sure that the new ideas go well with what is already present.

The afternoon session was conducted in the field. Dr. Arthur Bing. director of the ornamentals research laboratory, Farmingdale, explained the results of tests in the chemical weed control plots. He mentioned three items before beginning the tour: (1) Soil treatment before planting is safest for young plants: (2) 100 per cent control is not possible because chemicals in extremely high concentrations affect plants, and (3) late fall treatments seem to have the best prospects, because of the nurserymen's labor and time problems.

# Test Plots Viewed

Vapam experiments were shown where the soil had been prepared ahead of treatment. Three weeks after treatment, no weeds were present in soils that were treated four to six inches deep. The chemical odor is offensive during application, but the soil is usable in about three weeks. Methyl bromide also showed possibilities. Granular cyanamide was successfully employed at the rate of eight pounds to 100 gallons of water, but it was necessary to keep the soil moist for two weeks afterward. The liquid cyanamide was also applied, but at the rates of one-half pint per square yard and one-quarter pint per square yard. Chloro IPC. in both solid and liquid form, used at the rate of eight pounds per acre,



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GREENHOUSE HEATING AND CONSTRUCTION, by Harold E. Gray.
Reprinted from Florists' Review. 78 p. (1956). \$1.50.
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gave good results, especially on purslane. Crag No. 1 was also effective, used at 4 and 6-pound rates. It was recommended that for best results applications be made in late fall and early winter. The granular form was good, since it could be knocked off the plants after the operation. All materials were applied close to the ground when the plants were grown in nursery rows.

It is better to remove large weeds before treating, the speaker remarked, since it is a waste of money and materials to try an herbicide on large specimens. If they are removed, an application is effective for about a month.

Chloro IPC and Crag No. 1 showed good results in areas where gladioli were growing. In fact, the gladioli were more prosperous looking than those in the untreated sections and had produced better flowers the previous year. Cyanamide was not recommended for this area, because the resulting high nitrogen causes fusarium wilt.

# Liquid Fertilizer

Harvey Gray, of the institute, showed the audience something different and interesting. He had been trying a liquid fertilizing program on his nursery stock through an irrigation system. The formula 27-10-18 was recommended, as a mixture of 40 pounds of urea, 20 pounds of diammonium phosphate and 40 pounds of potassium nitrate, applied at the rate of eight pounds to 1,000 square feet of area. Diammonium phosphate is the best form of phosphorus to use, since it is water soluble while superphosphate is not. Fertilizing should be done April 1 to 15 and June 1 to 15, but not later, since it will encourage late growth that will be winter injured.

The amount to be used is based upon the number of sprinkler heads in the irrigation line. Heads spaced 40x40 feet will cover 1,600 square feet; hence it is necessary to use 12 pounds of fertilizer mixture per head. Those that are spaced 40x60 feet will cover 2,400 square feet, necessitating 20 pounds of fertilizer mixture per head.

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into the tank, but must be mixed with a little water before being added to the partially filled tank. It may take several mixings before the right amount has been added. Valves must be turned off at the time of mixings, and the pressure gauge should not be fitted into the opening where fertilizer is poured until the tank is filled with water, since an air pressure develops. About 60 pounds' pressure is needed. Mr. Gray suggested that in dry weather the irrigation line should be on for about an hour before liquid fertilizer is applied. The main problem arises if strong winds blowing cause overfertilization in some sections and underfertilization in others. He recommended that growers do their own mixing of fertilizer; otherwise the material becomes too expensive.

# Weed Control Costs

On the second day, James McFaul, assistant agent of the Nassau county extension service, spoke on comparative weed control costs.

The cost of clearing a nursery of overgrown weeds by rotary tilling, hand pulling and hoeing is about \$400 per acre as against \$17 for Chloro IPC applied at the rate of six quarts per acre. One chemical

[Continued on page 85]

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HEDERA HELIX GRACILIS (BALTIC)
5-in. pots ... 15.00 125,00
GILSON GARDENS
U. 8. Route 20 Perry, O.

### IRISES

IRISES	
Healthy field-grown plants	
Iris sibirica;	er 10
Caesar's Brother, purple	\$18.0
Snow Queen, white	18.0
Trises, autumn-flowering:	
Autumn Haze, purple	15.6
Autumn Oncen, white	15.0
Lieut, Chavignae, violet	15.0
October Blaze, red-purple	15.0
Sangreal, yellow	15.0
Iris pumila, dwarf:	
Caerulea, blue	12.0
Excelsa, yellow	12.0
Sambo, violet	12.0
Orchid Iris tectorum,	14.0
lilac-blue standards, deeper	
blue falls, beautiful; 15 ins	20.0
Iris (Japanese) kaempferi:	211,19
Blue Waves	20.0
Eleanor Parry	20.0
Fascination	20.0
Kagari-Bi	20.0
Kumchi Gummi	20.0
Mahagang	25,0
Mahogany	
Mount Hood	20,0
Purple and Gold	20.0
Queen of the Blues	20,0
Rose Anna	20.0
Sigo No Urinus	20,0
Waka Hegi	20.0
Wakamusha	20,0
Iris germanica (beared Iris):	
Amigo	15.0
Blue Shimmer	12.0
China Maid	12.0
Daybreak	15.0
Elmohr	15.0
Golden Majesty	12.0
Grand Canyon	12.00
Great Lakes	15,00
Gudrun	15.0
Miss California	15.00
Matterhorn	15.0
Misty Gold	15,00
Mountain Sky	12,00
Ormohr	12.00
Pink Cameo	40,00
Prairie Sunset	15,00
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Stained Glass	15.00
Wabash	15.00
25 of one variety at the 100 rate; 250 a	
1000 rate. Send for our catalog.	
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Dept. A-6 Mento	r. 11

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# LINING-OUT STOCK

POT-GROWN LINERS
FOR CANNING THIS SUMMER.
Aronia arbutifolia, 24-in
Calycanthus floridus, 212-in
CEDRUS DEODARA, 24 -in
Exochorda grandiflora, 21/2-in
ILEX CORNUTA BURFORDI, 212-in 15c
I. OPACA EAST PALATKA, 212-in 15c
KOELREUTERIA PANICULATA
(Golden Raintree), 21/2-in
LONICERA NITIDA (Box
Honeysuckle) (August), 24 -in 15c
PITTOSPORUM TOBIRA (August),
2 <sup>1</sup> 2-in
Redbud (Eastern or Chinese), 212-in15c
RHAMNUS ALATERNUS (Italian
Buckthorn) (August), 24-in15c
Ulmus pumila (Chinese or
Siberian Elm), 2½-in
Ready now except where August deiver
shown. We feel the items in capitals are
extremely good. Shipped in paper cups and
no packing charges. Minimums: 25 one
variety; 100 total order.
PATTERSON NURSERY, R. 4, Albany, Ga
Phone HEmlock 2-1489.
LINING-OUT STOCK
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LINING-OUT STOCK

lex convexa, 6 to 8 ins. Each, 100 1000

lex convexa, 6 to 8 ins. 50.30 80.25
lex hetzi, 8 to 12 ins. 50.30 80.25
lex rotundifolia, 6 to 8 ins. 50.25
lex rotundifolia, 8 to 12 ins. 40 .35
Grown 2 years in beds, planted 8 ins. apart.
The larger size makes ideal plants for gallon cans and direct salesyard sales.
Pieris japonica, 6 to 9 ins. 50.30 80.25
GERALD K. KLYN, INC. MENTOR, O.
Wholesale Rose Growers and Nurserymen

EVERGREENS
Blue Hetz Juniper, 6 to 8-in., bareroot
root
Pfitzer Juniper, 6 to 8-in. bands ... 14 ½
Spreading Jap. Yev. 6 to 8-in. bands ... 20
DECIDUOUS, BARE-ROOT
Regels Privet, 8 to 10 ins. ... 03 ½
Spiraca froebell, 4 to 6 ins. ... 03 ½
Spiraca froebell, 4 to 6 ins. ... 03 ½
EUNDYMUS coloratus, 8 to 10 ins. ... 03 ½
EUNDYMUS paters, 8 to 10 ins. small
leaf ... 04
All prices are at 1000 rate, 300 or more
total order. Less than 300, add 2 c per plant.
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## **PACHYSANDRAS**

PACHYSANDRAS
Out of 2-in. pots, \$12.00 per 100, \$100.00
per 1000. F.O.B. Elizabeth, N. J.
DELAWARE VALLEY NURSERY
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### PEONIES

Strong 2 to 5-eye divisions from young plants. Deliveries beginning August 15. Packing free for cash with order, otherwise at cost.  Baroness Schroeder, flesh-pink, \$4,00 \$35 \$35 \$350 Canari, sulphur-white 4.00 \$35 \$35 \$350 Duch, de Nemours, ivery-white 5.00 40 \$75 Duch, de Nemours, ivery-white 3.50 \$35 Duch, de Vellington, pure white 3.50 \$35 Duch, de Vellington, pure white 3.50 \$35 Duch de Wellington, pure white \$35 \$35 Delix (Course, Pelix Crousse, ruby-red 4.00 \$35 \$35 Delix (Course, Pelix Crousse, ruby-red 6.00 \$40 \$375 Delix (Course, Pelix Crousse, Pelix	PEONIES			
Baroness Schroeder, flesh-pink, \$4.00   \$35   \$35   \$35   Canari, sulphur-white   4.00   35   325   Duch, de Nemours, ivory-white   5.00   40   375   375   Duch, de Orieans, soft pink   3.00   325   325   Duch de Wellington, pure white   3.50   326	Packing free for cash with or	Au ler,	gust other	15. wise
Canarl, Sulphur-white	Baroness Schmaden det	10		
Direct   D	Capari sulphus set legn-pink,	\$4,00		
Duch d'Orleans, soft pink   3,00   25   225     Duc de Wellington, pure white   3,50   36     Edulis superba, deep pink   3,00   25   25     Edulis superba, deep pink   3,00   25   25     Edix Crousse, ruby-red   4,00   35   350     Festiva maxima, white   5,00   38   356     Festiva maxima, white   5,00   30   275     Karl Rosefield, dark crimson   4,00   375     Karl Rosefield, dark crimson   7,00   40     Marie Jacquin, semi-dbl, white   5,00   40   400     Mary Brand, crimson   7,00   40     Mary Brand, crimson   7,00   40     Mary Brand, crimson   7,00   40     Modeste Guerin, deep   6,00   50     Cark Beauty, late deep pink   5,00   40   375     Officinalis rubra, early red   6,00   50     Ouzark Beauty, late deep pink   5,00   40   375     Gueen Victoria, white   3,50   30   275     Sarah Bernhardt, light pink   4,00   30   275     Sarah Bernhardt, light pink   4,00   35   350     Mixed Peonies, grown mixed   2,50   20   200     Mixed Peonies, not named   2,75   25   250     Mitte Peonies, not named   2,75   25   250     Mitte Peonies, not named   2,75   25   250     Mitte Peonies, not named   2,75   25   250     Dr. Jekyll, dark red   \$7,50   860     Nippon Splendor, tall dark red   5,00   50     Prairie Afre, pink guards, red   50   50     Carl March Permisson   7,60   60     Superbore   7,60   60   60     Superbore   7,60   60     Super	Dunk Sulphur-White			
Duc de Wellington, pure white         3.50         30           Edulis superba, deep pink         3.60         35         25           Felix Crousse, ruby-red         4.00         35         350           Festiva maxima, white         5.00         38         350           Francois Ortegat, crimson         4.00         30         275           Karl Rosefield, dark crimson         5.00         40         375           Lilian Wild, flesh to white         6.00         40         400           Mary Brand, crimson         7.00         60         40         375           Minc, de Verneville, white         4.00         35         325           Modeste Guerin, deep         5.00         40         375           carmine-pink         5.00         40         375           Mona, Jules Elie, pink         5.00         40         375           Officinalis rubra, early red         6.00         50         50           Osark Beanty, late deep pink         5.00         40         375           Sarah Bernbards         4.00         30         275           Sarah Bernbards         4.00         30         275           Sarah Bernbards         4.00         30	Duch, de Nemours, Ivory-white			
Edulis superba, deep pink 3,00 25 25 25 25 25 25 25 25 25 25 25 25 25	Duch, d'Orleans, soft pink			225
Felix Crousse, ruby-red	Due de Wellington, pure white.			
Festiva maxima, white 5.00 38 356 Francois Ortegat, crimson 4.00 30 275 Karl Rosefield, dark crimson 5.00 40 375 Lillian Wild, flesh to white 5.00 45 45 40 Marie Jacquin, semi-dbl, white 5.00 45 45 40 Mary Brand, crimson 7.00 60 Millian Wild, flesh to white 4.00 35 325 Modeste Guerin, deep carmine-pink 5.00 40 375 Officinalis rubra, early red 6.00 50 Offi	Eduns superba, deep pink			225
Francois Ortegat, crimson	renx Crousse, ruby-red			350
Karl Rosefield, dark crimson         5.00         40         375           Lillian Wild, flesh to white         6.00         40         400           Marie Jacquin, semi-dbl, white         5.00         45         40           Mary Brand, crimson         7.00         60         35         325           Modeste Guerin, deep         5.00         40         375         325           Moss, Jules Elie, pink         5.00         40         375         325           Mons, Jules Elie, pink         5.00         50         70         375         325           Mons Jules Elie, pink         4.00         30         275         325         30         275         32	Festiva maxima, white			
Lillian Wild, flesh to white   5,00	Francois Ortegat, crimson			
Marie Jacquin, semi-dbl, white 5.00         45         45         46           Mary Brand, crimson         7.00         66         6         6           Mme, de Verneville, white         4.00         35         325           Modeste Guerin, deep         5.00         40         375           Mons, Jules Elie, pink         5.00         40         375           Officinalis rubra, early red         6.00         50         275           Ozark Beauty, late deep pink         4.00         30         275           Queen Emma, silvery pink         4.00         30         275           Sarah Bernhardt, light pink         4.00         35         35           Venus, hydrangea-pink         4.00         35         35           Mixed Peonies, grown mixed         2.50         20         200           Pink Peonies, not named         2.75         25         250           Mitte Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         87.50         86           Neon, rose-pink         7.60         60           Prairie Afre, pink guards, red         50         50	Karl Rosefield, dark crimson .		40	375
Mary Brand, crimson         7.00         60           Mme, de Verneville, white         4.90         5         325           Modeste Guerin, deep         5.00         40         375           carmine-plnk         5.00         40         375           Mons, Jules Elie, pink         5.00         40         375           Ozark Beauty, late deep pink         5.00         40         375           Queen Emma, silvery pink         4.00         32         275           Queen Victoria, white         3.50         30         275           Sarah Bernhardt, light pink         4.00         35         36           Venus, Bydrangsa-pink         4.00         35         36           Mixel Peonies, grown mixed         2.50         20         20           Mixel Peonies, not named         2.75         25         250           White Peonies on named         2.75         25         250           Red Peonies on named         2.75         25         250           Mark red         37.50         86n           APANESE PEONIES         1         10           Dr. Jekyll, dark red         87.50         86n           Nippon Splendor, tall dark red         5.00 <td>Lillian Wild, flesh to white</td> <td>6.00</td> <td>40</td> <td>400</td>	Lillian Wild, flesh to white	6.00	40	400
Mme. de Verneville, white         4.00         35         325           Modeste Guerin, deep carmine-pink         5.00         40         375           Mons, Jules Elie, pink         5.00         40         375           Officinalis rubra, early red         6.00         50           Ozark Beauty, late deep pink         6.00         30         275           Queen Emma, silvery pink         4.00         30         275           Sarah Bernhardt, light pink         4.00         35         35           Venus, hydrangea-pink         4.00         35         35           Mixed Peonies, grown mixed         2.50         20         200           Pink Peonies, not named         2.75         25         250           Mitte Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         \$7.50         86           Neon, rose-pink         7.60         60           Prairie Afre, pink guards, red         50         50	Marie Jacquin, semi-dbl, white		45	450
Mine. de Verneville, white	Mary Brand, crimson	7.00	60	
Carmine-pink   5.00   40   375	Mme, de Verneville, white	4.00	35	
Mons, Jules Elie, pink   5.00   40   375	Modeste Guerin, deep			
Mons, Jules Elie, pink   5.00   40   375	carmine-pink	5.00	40	375
Officinalis rubra, early red         6.90         50           Ozark Beauty, late deep pink         5.00         40         375           Queen Emma, silvery pink         4.00         30         275           Queen Victoria, white         3.50         375         373         375           Sarah Bernhardt, light pink         4.00         35         35           Venus, hydrangea-pink         4.00         35         5           Mixed Peonies, grown mixed         2.50         20         200           Pink Peonies, not named         2.75         25         250           White Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         \$7.50         860           Neon, rose-pink         7.60         60           Nippon Splendor, tall dark red         50         50           Prairie Afre, pink guards, red         50         50	Mons, Jules Elie, pink	5.00	40	375
Ozark Beauty, late deep pink, 5,00         40         375           Queen Emma, silvery pink         4,00         30         275           Queen Victoria, white         3,50         30         275           Sarah Bernhardt, light pink         4,00         35         35           Venus, hydrangea-pink         4,00         35         20           Mixed Peonies, grown mixed         2,50         20         200           Pink Peonies, not named         2,75         25         250           White Peonies, not named         2,75         25         250           JaPanesse Peonies         10         100           Dr. Jekyll, dark red         7,50         860           Neon, rose-pink         7,50         60           Nippon Splendor, tall dark red         6,00         50           Prairie Afre, pink guards, red         6         50	Officinalis rubra, early red	6.00	50	
Queen Fimma, silvery pink         4,00         30         275           Queen Victoria, white         3,50         30         275           Sarah Bernhardt, light pink         4,00         35         35           Venus, hydrangea-pink         4,00         35         5           Mixed Peonies, grown mixed         2,50         20         200           Pink Peonies, not named         2,75         25         250           White Peonies, not named         2,75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         57,0         860           Nippon Splendor, tall dark red         50         50           Prairie Afre, pink guards, red         50         50	Ozark Beauty, late deep pink.	5.00	40	
Queen Victoria, white         3.50         30         275           Sarah Bernhardt, light pink         4.00         35         350           Venus, hydrangea-pink         4.00         35         20         200           Mixed Peonies, grown mixed         2.50         250         200         200           Pink Peonies, not named         2.75         25         250           Red Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         7.50         86           Neon, rose-pink         7.50         60           Nippon Splendor, tall dark red         6.00         50           Prairie Afre, pink guards, red         50	Queen Emma, silvery pink	4.00	30	275
Sarah Bernhardt, light pink.         4,00         35         350           Venus, hydrangea-pink         4,00         35         5           Mixed Peonies, grown mixed         2,50         20         200           Pink Peonies, not named         2,75         25         250           White Peonies, not named         2,75         25         250           Red Peonies, not named         2,75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         57,60         860           Nippon Splendor, tall dark red         50         50           Prairie Affre, pink guards, red         50         50	Queen Victoria, white	3.50	30	275
Venus, hydrangea-pink         4.00         35           Mixed Peonies, grown mixed         2.50         200           Pink Peonies, not named         2.75         25         250           Pink Peonies, not named         2.75         25         250           Red Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         7.50         860           Neon, rose-pink         7.50         60           Nippon Splendor, tall dark red         6.00         50           Prairie Afre, pink guards, red         50	Sarah Bernhardt, light pink	4.00	35	
Mixed Peonies, grown mixed         2,50         20         200           Pink Peonies, not named         2,75         25         250           White Peonies, not named         2,75         25         250           Red Peonies, not named         2,75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         57,60         860           Nippon Splendor, tall dark red         5,00         50           Prairie Affre, pink guards, red         50         50	Venus, hydrangea-pink	4.00	35	
Pink Peonies, not named         2.75         25         250           White Peonies, not named         2.75         25         250           Red Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         7.50         860           Neon, rose-pink         7.50         60           Nippon Splendor, tall dark red         6.00         50           Prairie Afre, pink guards, red         6.00         50	Mixed Peonies, grown mixed	2.50	20	
White Peonies, not named . 2.75 25 250 Red Peonies, not named . 2.75 25 250 JAPANESE PEONIES 10 100 Neon, rose-pink . 7.50 860 Nippon Splendor, tall dark red . 5.00 50 Prairie Afre, pink guards, red . 5.00 50	Pink Peonies, not named			250
Red Peonies, not named         2.75         25         250           JAPANESE PEONIES         10         100         100           Dr. Jekyll, dark red         87.58         66         80         60           Nippon Splendor, tall dark red         6.00         50         Prairie Afre, pink guards, red         50         50	White Peonies, not named	2.75		250
JAPANESE PEONIES         10         100           Dr. Jekyll, dark red         \$7.50         860           Neon, rose-pink         7.50         80           Nippon Splendor, tall dark red         6.90         50           Prairie Affre, pink guards, red         50         50	Red Peonies, not named	2.75		
10 190   1	JAPANESE PEONIE	S	200	200
Dr. Jekyll, dark red       \$7.50       \$60         Neon, rose-pink       7.50       60         Nippon Splendor, tall dark red       6.00       50         Prairie Afire, pink guards, red			10	100
Neon, rose-pink	Dr. Jekyll, dark red	3	7.50	
Nippon Splendor, tall dark red 6.90 59 Prairie Afire, pink guards, red	Neon, rose-pink		7.50	
Prairie Afire, pink guards, red	Nippon Splendor, tall dark red			
petaloides 7.50 60	Prairie Afire, pink guards, red		4.00	90
	petaloides		7.50	60

### PAEONIE TENUIFOLIA

Fine cut double deep red, Fern-leaved Peony, \$3.50 per large division; in dox. lot, \$2.50; 25 or more, \$2.00 per division.

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PEONY CLUMPS
2500 Edulis superba, 4 years old; quality
roots. Best offer. Fall or spring delivery.
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### PEONIES—Continued

### SURPLUS RED JAPANESE PEONIES

We are offering them in clumps that will divide to 5 or more standard divisions or will make twice that many liners. This stock has been well grown by us. They are the top rated red Japs today.

No.	clumps		a	n	đ	,	v	20.1	ri	61	3	y												13				un
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We will dig them and you bring truck and get them at this low, low price. Reserve yours now. They will be available August 25.

### EAGLE GARDENS, EAGLE GROVE, IA

Peonies, Edulis superba, large, early pink; pros 3 to 5-eye divisions, from 3-yr,-old large 3 to 5-eye divisions, from 3-yr.-oblock, \$30.00 per 100. F.O.B. here.
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Strong field-grown plants	
Per 100 I	Per 1000
Barr's White\$25.00	\$235.00
Beauty of Livermore 20.00	190,00
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Wurtembergia 22,50	210.00
25 of one variety at the 100 rate	or 250

at the 1000 rate. Send for our catalog.

SPRINGBROOK GARDENS

Dept. A-6

Mentor, O.

PIES	
Per 10	Per 100
\$3.50	\$30,00
3.00	25.00
3.00	25.06
3.00	25.00
2.50	20,00
. 2.50	20.00
2.75	22.50
2.50	20.00
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	Per 10 .\$3.50 .3.00 .3.00 .2.50 .2.50 .2.75 .2.50 .3.00 .3.00

ORIENTAL POPPIES
Strong, true-to-name, fleld-grown roots.
Write for complete list.
FLOR-ACRES, BRIDGMAN, MICH.

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RHODODENDRONS
For immediate shipment. Unnamed hybrids of hardy ponticum, catawhiense parentage. Good foliage, With firm, lightweight ball, twice transplanted, bed-grown.
4 to 6 ins. 20c each; approx. 25 lbs. per crate, 50 plants per crate. Order by crate only. 500 or more of a size, 10 per cent discount. Lightweight, expert, frost-proofed crating free. Cash with order.

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ROSEBUSHES
FIELD-GROWN ROSEBUSHES
FINEST QUALITY
Hybrid Teas, Floribundas,
Polyanthas and Climbers.
Price and variety list on request.
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Lindale, Tex.

Turn your Surplus Stock into cash with a Classified Ad in the American Nurseryman.

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LAWN SEED Wholesale prices. F.O.B. NEW YORK. Wholesale prices. F.O.B. NEW YORK.
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Landscape Gardeners' Mixture. \$27.00 \$45.00
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Shady Mixture . 24.00 44.00
Orders totaling 300 lbs. or more shipped
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contents of above and other formulas and
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HERBST BROTHERS
SEEDSMEN. INC.
678 Broadway New York 12, N. Y.

	PANSY	SE	EI	DS						F	er oz.
Swiss Giants.	mixed										. \$5.00
Jumbo Giants											
Sky Blue, sep	arate col	or									. 6.00
1955 harve	st. 94 ne	F C6	nt	625	ar	m	ir	1.23	1 i	0	77

1955 harvest. 94 per cent germination.
We use the same seed.
After August 5, we will have 1956 harvested seed of above varieties, same price, germination and kinds.
PALACE GARDENS
P. O. Box 561 Kalamazoo, Mich.

HARDY MYRTLE (VINCA MINOR) SEEDS New worthwhile plants come from our seeds. We have some beauties grown from our seeds. 50 seeds for \$1.00. Growing instructions included. Sow any time.

SILVER SEEDS (2), White Pigeon. Mich.

### SHRUBS AND TREES

HOLLY
Hex aquifolium, variegated,
6 to 12 ins., 2½-in. pots, 35c.
JUNIPERS
Hetzi glauca, 12 ins., 17½c
Pfitzeri, 12 ins., 17½c
Elwoodi, 10 to 12 ins., 17½c
Stewarti, golden; 12 ins., 17½c
CEANOTHUS IMPRESSUS
12 to 14 ins., 3-in. pot size, 25c. CEANOTHUS IMPRESSUS
12 to 14 ins, 3-in, pot size, 25c.
OSMANTHUS ILICIPOLIUS VAR.
4-in, pot size; light, 50c; heavy, 60c,
sh with order, no charge for packing,
KRUSCHKE GREENHOUSES Cash

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BROWN'S NURSERY, HARMONY, N. C. Phone 6-5161

NURSERIES AND OFFER FOLLOWING:
10,000 18 to 36-in, Hetz and Pfitzer Junipers, also Arborvitae, Greek and Irish Juniper, Euonymus, Pine, shade trees, red Barberry and a nice selection of shrubs. Heavily sheared and full. Priced from 50c up. Free list. Visitors welcome.

F & W EVERGREEN NURSERY
BOX 708 Fairfield Rd. Mt. Vernon, Ill.

SHADE TREES, FLOWERING SHRUBS,
EVERGREENS, ETC.
Properly grown, well made-up quality
stock, ready for fall, 1956. Come see the
stock in the field. Ask for prices. Submit want list.

> HARRY L. WARRINGTON The Greenwood Nurseries Greenwood, Del.

Junipers, Pfitzer's, Baker's, Gre	ek.		
2 ¼ -in		.100,	\$15.00
Euonymus, 3 varieties; 3-in		.100,	15.00
Cherry Laurel, 3-in		.100,	20,00
Euphorbia (Crown of Thorns),	2 14	-in	20.00
Rhoeo (Moses in Boat), 234-in.		.100,	20,00
Pedilanthus, 24-in., will make			
hundreds of good cuttings		.100,	15,00
Escott's, Fort	Sm	ith.	Ark.
		_	

# LINING-OUT STOCK

Euonymus alatus, 8 to 10 ins. \$20.00
Euonymus alatus compactus, 8 to 10 ins. 20,00
Spiraea Anthony Waterer, transplants, 6 to 8 ins. 15.00
List of other liners ready September.
JOHN BOS NURSERY, Clyde, O.

COLLECTED ACER
RUBRUM AND SACCHARINUM,
from whips to 4-in. caliper.
CURTIS NURSERIES, INC.
Callicoon, N. Y.

### WANTED

WANTED

We need the following items for fall planting on a government job. Anyone having these items, please state quantity and price or substitution.

8 Ohlo Buckeye, 14 to 2-in. cal., B&B.
23 Burr Oak, 1½ to 2-in. cal., B&B.
3 Amun Lilac, 3 to 4 ft., B&B.
67 Douglas Fir. 5 to 6 ft., B&B.
YORK GARDEN SHOP & NURSERY
P. O. Box 29

WANTED

WANTED AZALEAS. LEY BROS. La Plata, Md.

# SUPPLIES and SERVICES

### **FERTILIZERS**

SOLUBLE FERTILIZERS
PETERS SPECIAL, 20-20-20, general purpose feed.
PETERS SPECIAL, 21-7-7, chelate iron. Azalea neutral.
PETERS SPECIAL, 21-7-7, Chelate Iron,
Azalea acid.
\$5.50 per 25-1b, bag, \$22.60 per 100 lbs.
F.O.B. Allentown, Pa.
CONTROL OF THE STATE OF THE ST

### FLATS

3513	NECOTA	WHITE	CEDAR FI	1 ma
257.7.	MESUIA	WHILE	Wt.	Price
	r by No.		Per 100	Per 106
No. 1.	14x20x23		320	\$25.00
	14x20x33		400	29.00
No. 3.			260	19.00
No. 4,	12x16x33		275	22.50
No. 5,			275	21.50
No. 6,			290	25.56
No. 7,		234	380	28.50
No. 8,	15x22%x	3 3/4	425	33.00
No. 9.	11 % x 22 %	x234	320	23.00
No. 10,	1114 x 22 %	x334	400	26.75
No. 11.	14x16x5		450	30.00
No. 12,	5x11x5 .		160	16.00
No. 13.	5x16x5 .		215	18.50
Plant b	oxes, 5x8	%x234	45	5.00
A	ll other si	zes quote	d on reques	st.
			order of	

Tos 7-1 8-1 8-1 8-1 9-1 10-4 10-1

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5 per cent discount on order of 1000 or more,
The above measurements are inside. Bottoms and sides of cedar flats are %-in, thick; ends are %-in, Plant boxes are thinner.
All material surfaced on one side.
Your name and address printed up to 2 lines in black ink, on one or both end pieces at the following rates: Set-up charge, \$1.00, plus %c per piece for the first 1000 ends, ½c per end thereafter. Shipped knocked-down in units of 25.
All shipments by truck ualess otherwise ordered. F.O.B. Cook, Minn. Attach check.
H. C. HILL & SONS, Cook, Minn.

REDWOOD FLATS, K. D.
Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure.
\$38.00 per 100.

1x1-in. Cypress stakes, pointed.
50 pcs. to bundle, 4 ft., \$3.50 per bdl.
50 pcs. to bundle, 5 ft., \$4.50 per bdl.
50 pcs. to bundle, 6 ft., \$5.50 per bdl.
Ship same day. Cash with order, please.
YOHO & HOOKER, Youngstown 2, O.

Quick — Convenient — Cheap! Selling through the Classified Ads of the American Nurseryman.

LABELS	
DAHLIA OR TREE LABELS	
Priced pe	r 1000
Plain P	ainted
31/2 x 5/4 ins., notched (not wired).\$2.50	\$3.00
31/2 x 5/4 ins., wired (copper) 3.30	4.10
POT LABELS	
4x% ins. (cartons 1000 each) 3.30	3.95
5x % ins. (cartons 1000 each) 3.60	4.30
6x % ins. (cartons 1000 each) 3.90	4.85
8x % ins. (cartons 500 each) 6.00	7.20
10x% ins. (cartons 500 each) 7.00	8.50
GARDEN STAKES	
Price per carton	
8x % ins. (cartons 250 each) 2.50	3.00
10x % ins. (cartons 250 each) 2.75	3.25
12x1 % ins. (cartons 100 each) 1.75	2.00
EVERMARK PENCILS	
The original label marker, 1 doz.	7-in.
noncile man ham 81 05	

The original rade: meeting per post \$1.25.

Our labels are perfectly white and smooth noth sides and are pronounced by growers he best and most economical.

"We ship the same day."

YOHO & HOOKER

Youngstown 2, O.

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3.95 4.30 4.85 7.20 8.50

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# ORCHID SUPPLIES

OSMUNDA, mixed. Bu., \$2.00. Prof. bag, \$1.00. Standard bale, f.o.b. Houston, \$11.00; 2 for \$21.00. Standard bale, f.o.b. Florida, \$8.00; 2 for \$15.00. \$\frac{1}{5}\text{1.00}\$. Standard bate, 1.0.0. Florida, \$\frac{1}{5}\text{0.0}\text{2}\$ for \$\frac{1}{5}\text{1.00}\$.

DETEX, a safe DDT spray. Qt., \$3.50; gal., \$11.00.

WALL TYPE POT HANGERS, hold up to 4-in. pots. Rust-resistant. Space savers. Each. 25c; doz., \$2.75; 50, \$10.00; 100, Each, 505; 1008; 115.50.
BACTO ORCHID AGAR (Difco), ½ 1b., \$1,85:1 lb., \$14.00.
SHREDDED WAN PAPER, protect your blooms and plants when packing and shipping. Lb., 65c; 10 lbs., \$5.50.
PRICED F.O.B. Subject to change with

out notice.

WRIGHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 9, Tex.

# PEAT MOSS

HOLLAND PEAT MOSS
"BRODLEAF" quality. Just arrived.
Standard burlapped bales.
\$3.55 each; 10, \$34.25.
Priced F.O.B. Houston.
WRICHTWOOD FLORAL CO., INC.
2407 N. Main St. Houston 9, Texas

### PLANT TIES

THE NEW FADE-PROOF
QWIK-TIES
made of colorfast plastic for the 

### **PLANT TUBS**

## PLASTIC FILM

POLYETHYLENE FILM

2 mil. in 200 ft. rolls, 36 ins. wide, \$6,18;

34 ins. wide, \$9,25; 108 ins. wide, \$18,45;

4 mil. in 109 ft, rolls, 36 ins. wide, \$6,5;

35 ins. wide, \$9,51; 126 ins wide, \$21,37;

Electric heat sealing iron, \$7,95 each.

F.O.B. Cincinnati, O.

ROUGH BROS.

4227 Spring Grove Ave. Cincinnati 23, O.

### SPHAGNUM MOSS

1956 CROP NO. 1 SPHAGNUM MOSS Large burlap bales, long fibered, cleen fimily packed; bale, \$1.25. Quantity price JOSEPH JAMROS, CITY POINT, WIS.

r-fibered sphagnum moss, also ground Price us on truckloads delivered, Warrens Moss Co., Warrens, Wis,

clean sphagnum moss, write for Pure Sphagnum Moss Co., City Point, Wis.

Small Ads Do Great Things in the American Nurseryman Classified Section.

## STAKES

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41-1n., 7	Ft.																				70	000
11-in., 8	ft								_												. 8c	eac

All priced F.O.B. Sumatra, Fla. Sales Office SNEADS LUMBER CO. Sneads, Fla.

BAMBOO STAKES, DOMESTIC
DIRECT FROM THE PRODUCER
PENCIL THICKNESS Per 1006
1 1/2 ft., green\$3.60
2 ft., green
MEDIUM HEAVY, % to 1/2-in. 500 1000
1 1/2 ft., green or natural \$ 2.85 \$ 5.70
2 ft., green or natural 3.80 7.60
21/2 ft., green or natural 4.75 9.50
3 ft., green or natural 5.70 11.40
3 1/2 ft., green or natural 6.65 13.30
4 ft., green or natural 7.60 15.20
5 ft., green or natural 9.50 19.00
6 ft., green or natural 11.40 22.80
7 ft., green or natural 13,30 26.60
HEAVY
Per 100 1/2 - 5/4 5/4 - 3/4 - 3/4 - 1
4 ft., green or natural\$2.88 \$3.44 \$ 4.24
5 ft., green or natural 3.60 4.30 5.30
6 ft., green or natural 4.32 5.16 6.36
7 ft., green or natural 5.04 6.02 7.42
8 ft., green or natural 5.76 6.88 8.48
9 ft., green or natural 7.74 9.54
10 ft., green or natural 10.60
12 ft., green or natural 12.72
Approx. average thickness at bottom end.
A. C. PATTERSON, CENTERTOWN, KY.
A. C. PALIBROOM, CENTERTOWN, KI.

BAMBOO CANE STAKES Dyed green, pencil thickness. Packed 2000 per bale.

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11	ft.						×						×	ú							8	3.	50	1	\$	6.6
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NBS
NURSERY BAMBOO STAKES
These imported stakes are specially selected for nursery use. All are bottom or butt cuts for minimum taper, cut closely to a joint to reduce splitting. These are the finest quality available.

	r bale
4 ft., 1/2 to %-in. dia., 500 per bale	\$22.50
5 ft., % to %-in. dia., 250 per bale	17.50
6 ft., % to %-in. dia., 200 per bale	17.50
7 ft., % to %-in. dia., 150 per bale	19.00
8 ft., % to %-in. dia., 100 per bale	16.00
Less these generous quantity disce	
5 bales up, less 10 per cent: 10 bale	s up.
less 15 per cent; 25 bales up, less 2	0 per
gent Dale lets only	

The lots only.

F.O.B. New York. Immediate shipment.
F.O.B. New Common stakes also available.

Pencil thick bamboo stakes also available.

Wite for prices.

McHUTCHISON & CO.

695 Grand Ave.

Phone Morsemere 6-4656 or 6-5821 and 5899

CYPRESS PLANT STAKES

	5.0	Liece	8 10	١.	13	u	134	116			
1x1-in3	ft.,	pointe	d				. x	\$3.00	per	bundle	
1x1-in4	ft.,	pointe	d .	×				3.50	per	bundle	
1x1-in5	ft	pointe	d .					4,50	per	bundle	
1x1-in6	ft.,	pointe	d .		×			5.50	per	bundle	
1x1-in7	ft	pointe	d .					7.00	per	bundle	
These st	akes	are m	ade	e.	o	f	C.	pres	s ar	id red-	

wood; are good, strong stakes and will give long service. "A little better than seems necessary." WE SHIP SAME DAY! YOHO & HOOKER Youngstown, O.

STAKES, GALVANIZED HARD STEEL FOR GREENHOUSES AND NURSERIES. BENCH WIRE, galvanized, STAKE FASTENERS Prices and samples sent on request. SCHUPP SUPPLY CO., WILMETTE, ILL

Sell Stock Quickly and Easily with American Nurseryman Classified Ads.

# EDCO IRON

The new chelated organic iron Recommended for Chlorosis of Axaleas, Gardenias, Citrus, Roses and similar plants.

1 or 2-lb, bags .......\$2.00 per lb. 10-lb, drums ........... 1.50 per lb. 50 or 100-lb, drums, \$1.10 per lb., de-livered.

Usually applied at rate of 1/2 to 1 oz. per 100 sq. ft. DIRECTIONS ON LABEL

Dept. 4

# EDCO CORP.

ELKTON, MD.



Rugged, portable tool ends guess-work about soil moisture

No need now to guess when soil needs moisture! With WENTA WATA you just push the probes into the soil and read the meter—all in 5 seconds or less! WENTA WATA does not disturb lawns or other plantings. Sharp probes measure the moisture at any depth you choose, up to 8°.

WENTA WATA is a light-weight, rugged tool made for field use. It takes jolts and jars without damage. WENTA WATA has built-in compensation for varying mineral content of soils, gives you reliable information.

Low-cost battery lasts for thousands of tests. Replacement battery available at any radio shop.

Complete with battery ORDER BY MAIL
SATISFACTION GUARANTEED
SATISFACTION GUA

**Cragmor Electronics** 3926 Mariposa St., COLORADO SPRINGS 3, COLO.



Moided of durable, weather-proof plastic. Full 2 square inches of horizontal writing care to the state of horizontal writing commains clear the state of the stat

List Prices — 25 for \$1.25 100 for \$4.50

# PERMARKER

PERMARKERS (right) are durable plastic la-bels, 2% "x1½" attached firmly to sturdy 14" non-corrosive steel supports. Easily removed for writing and other uses, Labels held at readable

angle.

Always stays clean. Anchor prevents turning, and frost heaving.

Penell writing lasts for years, but quickly erased for re-use.

Colors, harmonizing grey-green or conspicuous orange.

List Prices-10 for \$1.40

Write today for discounts and free samples.

Permark Co., Inc. Room 1277. I East 57th St.

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# WANTED and FOR SALE ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$4.00 per inch, each insertion.

Liners; 35e line; minimum order \$3.50.

# HELP WANTED

EXPERIENCED PROPAGATOR

Large midwestern wholesale nursery has opening for experienced propagator to take full charge of production of nursery stock from seeds, cuttings, grafts, etc. Excellent facilities including greenhouses and coldframes. When writing give full particulars about self, including references. Address Box 302, care of American Nurseryman.

# HELP WANTED

FOREMAN AND SALESMAN

FOREMAN AND SALESMAN

Experienced man needed to manage
men and meet customers. Must have
a good knowledge of material and be
able to dig and fill orders. Can use college graduate and the ability to draw
plans would be helpful. Good starting
salary with a share in the profits and
opportunity for advancement. Give references and experience. Write Box 300,
care of American Nurseryman.

# HELP WANTED

General manager in charge of produc-tion for expanding southern nursery. Good facilities, pleasant working condi-tions. All replies kept strictly confiden-tial. Our employees know of this ad. Write to Box 290, care of American Nurserym

# HELP WANTED

Here is where employers and employees meet! If you are seeking competent help, place your proposition before intreseted parties by inserting an advertisement in this department You can do this for only \$4.00 per inch.

# HELP WANTED

LANDSCAPE SALESMAN

We need a man qualified in design, drawing plans, etc., to call on our customers. Salary until established, then commission.

We have a good sales area, 400 acres of nursery stock, and have been in business over 100 years. If interested write direct, giving your past ex-periences and references of former employer.

HILLENMEYER NURSERIES Lexington, Ky.

# HELP WANTED

LANDSCAPE SALESMAN

Real opportunity for salesman with knowledge of Florida plants, with one of the largest nurs-eries on Florida's west coast. Your ability will determine your income.

your income.

SEMINOLE NURSERIES

Largo, Fla.

# HELP WANTED

ROSE BUDDER D & D COMPANY
Monmouth Rd. Eatontown, N. J.
Phone: Eatontown 3-0046

# HELP WANTED

SALESMEN

To call on nursery and roadside stands in New York and New England States representing old reliable company in the sale of finest-quality German peat moss, fertilizers and allied lines. All inquiries strictly confidential. Write Box 308, care of American Nurseryman.

# HELP WANTED

EXPERIENCED PROPAGATOR

One of the largest nurseries in southern California offers profitable, permanent position to propagator with experience and ambition. Security, pleasant working conditions and an unlimited future for the right man. Many extra benefits, Salary open. Enclose recent photo with detailed letter of application. Write Box 310, care of American Nurseryman.

## WANTED TO BUY

Modern garden center and nursery. Must gross \$50,000 or upward. Replies held in strictest confidence. Address replies to Box 291, care of American Nurseryman.

## FOR SALE

Used complete greenhouses. Used greenhouse materials, glass, pipe, valves, etc. Greenhouses bought for wrecking,

SEABOARD GENERAL SUPPLY CO. 1080 Magnolia Ave. Elizabeth, N. J.

# FOR SALE

Nursery and florists' business. Continuous ownership for over thirty years. Large territory. No competition. Small acreage in growing town. Residence and necessary buildings. Priced right.

WHITE'S NURSERY & FLORIST

# FOR SALE

Established successful retail nursery and land-caping business, complete with living quarters, a acres of land and buildings on main highway n western Connecticut, 75 miles from New York ity. Price \$59,000 for everything.

HOUSATONIC VALLEY AGENCY New Milford, Conn. Phone: ELgin 4-5551

SITUATION WANTED — Horticulturist wishes part time or full time position in Florida. College graduate, with lifetime experience in fruit growing, landscape planting and maintenance and nursery business. Also experienced in vegetable gardening and flower growing. Available on and after November 1. Address Box 307, care of American Nurseryman.

# FOR SALE

New, modern 3-bedroom home with nice patio. One acre with 2 lath houses and 2 glasshouses. Large workshop with office. Thousands of dollars' worth of nursery stock. Ill health reason for selling. Priced at only \$33,000, including nursery stock. Ruildings cluding nursery stock. Buildings alone cost more than asking price. On paved highway.

BROCKHOFF'S NURSERY 3373 Brown's Valley Rd. Napa, Calif.

# FOR SALE

Small evergreen nursery, with a nice selection of ornamental overgreens, strawberries and raspberries. Located on Beasley Lake, one of the beautiful Chain o' Lakes. Includes one modern cottage with basement and firedace, packing house, overhead irrigation system, all power tools and equipment. Good roadside market. Opportunity for younger people. Age is reason for selling. Will also include one more modern cottage and owners' residence with purchase of nursery if wanted. Priced to sell. If interested write:

BEASLEY LAKE NURSERY AND COTTAGES Rt. 1, Waupaca, Wis.

# FOR SALE

LANDSCAPE NURSERY

If you wish to locate in the wonderful northwest, this is your opportunity to secure a successful retail and landscape nursery in a growing Oregon town. Will sell all or part interest to party capable of working and managing the nursery and who can furnish satisfactory references as to character, honesty and business ability. Write Box 205. care of American Nurseryman.

### FOR SALE

GREENHOUSE

Lord & Burnham greenhouse, 36x90ft. pipe frame. Cast-iron gutters on one side. Brand-new aluminum Bar-caps. Overhead and side vents. Cycaps. Overhead and side venue, press bars. All wood and glass in excellent condition. Knocked down. further information write to: BARNES ROSES, INC., Rts. 2 and 6, Huron, O.

## FOR SALE

Nursery, greenhouse and garden center com-plete with stock, equipment and 5-room modern home. Ten minutes from Ft, Wayne, Ind. Thriv-ing business located in fast-growing community.

BAKER'S NURSERY New Haven, Ind.

FOR SALE — 37-acre evergreen nandscape and retail trade. Includes ment, modern home and other but Located on the Alliance-Minerva road reason for selling. Price \$38,000. MALONE, R. D. 3, Minerva, O.

FOR SALE—Businesses may be offered for sale by use of a want ad liner such as this. Cost: 35c per line (minimum order \$3.50). Your ad will be seen by more than 9000 American Nurseryman readers.

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# LONG ISLAND SCHOOL

[Continued from page 79]

weed control application will accomplish as much as two hoeing operations. No injury has resulted from the chemical control.

Another possibility is to rotary till between the rows and apply the chemical between the plants in the rows, but the spray must be well directed and should not fall on the top of the plant.

Aminotriazole at the rate of nine pounds per acre gave good control of chrysanthemum weed while six pounds showed fair results and two pounds poor. It does an excellent job on poison ivv.

The cost of controlling weeds by manual labor on an acre of azaleas is about \$900, compared to \$200 if Vapam is used. Crag 974, which is the same as Vapam, but a granular form, also gave good control of weeds in an azalea area when used at the rate of 300 pounds per acre.

In another comparison, a bed of azaleas 6x100 feet cost \$25 to hand weed four times. Chemical weed control costs were \$12. In still another instance, the cost for chemically controlling weeds on an acre of small nursery stock was \$12, compared to \$100 for hand hoeing.

# Zoysia and Bermuda

The conclusion drawn by Spencer Prentis, horticulturist for the Nassau County park, speaking on Meyer zoysia and U-3 Bermuda grasses, was that they are good for Long Island homes at the seashore from about May 1 to November 1. During this period the grasses are green, but in the winter months they are a straw brown and could present a fire hazard. A person selling such grasses should inform the public of the bad points as well as the good.

Other unfavorable things about these warm climate grasses are: They will not grow in the shade; they are heavy feeders requiring more frequent fertilizing, and they are diffi-

## FOR SALE

 $2\frac{1}{2}$ -acre nursery and salesyard ideal for couple. Perfect location to grow canned stock—free water supply. Only 50 miles to St. Louis market. 5-room house, truck, stock and tools, all for \$15,000.

UNION NURSERY CO. Union, Mo.

FOR SALE — Used 20-lb. tins, \$50.00 per 1000 in carload lots. F.O.B. Beulah, Mich. Car average 5000-tin capacity. Cans cleaned before loading. For freight rates see your local spent. Lids available at \$15.00 per 1000 pe

FOR SALE—8-acre perennial nursery, 28 miles from New York city. Fully equipped and well-established trade. Good house, garage and outbuildings. Price: \$40,000.00 Write to Box 305, care of American Nurseryman.

# VINYL PLASTIC POT LABELS TY-ON LABELS

NOW AVAILABLE IN 5 COLORS:

Red, green, white, yellow and orange.

	SIZE         Per 1000           3/4x4x,010         TY-ON           1000 to 4000         \$5.00           5000 to 9000         4.50           10,000 to 49,000         4.25           50,000 and up         3.75	Per 1000 Imprinted TY-ON \$6.50 5.75 5.50 5.00
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· <b>/</b>	SIZE Per 1000 3/4x7x.010 TY-ON 1000 to 4000 \$6.60 5000 to 9000 5.94 10,000 to 49,000 5.61 50,000 and up 4.95	Per 1000 Imprinted TY-ON \$8.10 7.19 6.86 6.20

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	SIZE         Per 1000           3/4 x4x.010         STIK-IN           1000 to 9000         \$6.40           5000 to 9000         5.76           10,000 to 49,000         5.44           50,000 and up         4.80	Per 1000 Imprinted STIK-IN \$7.90 7.79 6.72 5.93
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W	SIZE         Per 1000           3/4x7x.010         STIK-IN           1000 to 4000         \$8.00           5000 to 9000         7.20           10,000 to 49,000         6.80           50,000 and up         6.00	Per 1000 Imprinted STIK-IN \$9.50 8.35 8.05 7.25

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Mention The American Nurseryman when you write.

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You will save 90 per cent of your water cost by converting your constant mist to operation for around 4 seconds per minute during daylight hours only. Especially important in rooting cuttings.



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narrow roof rafters permit 1/2 more light to reach plants



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- · Mor-lite's new aluminum Truss members carries away the condensation from purlins. A time-proven way to take care of condensation.
- Curved glass at no extra cost.
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# GREENHOUSE MATERIALS . . .

We carry a complete stock of Greenhouse materials at all times.

'Deal direct with Rough Bros.' executives in the field, the man who can give immediate attention on your Greenhouse problems.



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Name	,
Address	

cult to cut except by a power mower. There is a place for them, however, as already mentioned.

Zoysia is probably the better of the two grasses, since it is easier to control. U-3 Bermuda grass grows by runners, like a strawberry, and has even been known to climb the foundation of a house. There is a record of its root system's reaching a depth of 37 feet.

The panel discussion on "Retail Nursery Merchandising" was over all too soon. William Cone. Garden Exchanges, Inc., Trumbull, Conn., proved to be an able moderator, and his aides, E. Powers Taylor, Rosedale Nurseries, Hawthorne, N. Y., and Frank Bon Giorno, Suburban Nurseries, West Hempstead, N. Y., were equally interesting.

When the question of keeping records came up, Mr. Bon Giorno and Mr. Taylor both spoke of the importance of following such a procedure. Mr. Cone, however, who conducts more of a neighborhood type of organization and does not believe in having his employees saddled with such a chore, takes a yearly inven-

Mr. Bon Giorno's business differs from those of the other two men in that fences and their construction have become an important part of the operations, providing many jobs for his men when planting cannot be done.

The personnel of Mr. Cone's organization is somewhat different. He employs local persons who practice horticulture as a hobby and who work for him only during rush seasons, along with the regular employees.

None of the men conduct special sales except at the end of a season, and they do not believe in using leaders. They agreed that best results came from the following types of advertising: (1) Direct mail; (2) newspapers that are influential in the area; (3) radio (Mr. Cone even conducted a weekly horticultural program from his place of business); (4) word of mouth, which all agreed produced about the best results, and (5) flower show participation.

Mr. Cone has added an auditorium next to his garden store, which has proved to be a worthwhile venture, since garden shows and meetings are held there. He advertises and shows gardening movies and gives garden courses, charging a fee. There were 150 persons registered for this series of garden lectures this past year. The garden store is always open when shows or lectures are being conducted.

The afternoon session on insects



FREE

literature gives the full story. Write for it TODAY!

The SKINNER IRRIGATION CO. 150 Water Street, Troy, Ohio

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Perfect for use and gardens.

 Steel Con-struction · Reinforced.

- extra-large hopper. Holds 40 lbs. Spreading width—
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Retail price, \$12.75 - Dealer's Discount, 331/3%

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or trees, shrubs, bulbs, ed, blue, green, vellow nite. Smooth surface

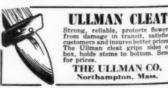
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[Continued from page 17]

and diseases of nursery stock closed the program. The unusual presentation of Dr. Louis Peynson and Harvev Barke, both of the institute, appealed to those present. Thirty-two specimens of plant injury were displayed on long tables, and the guests were asked to see how many they recognized. The results were kept secret. Each injury specimen was then described and the control recommended. One interesting specimen was an American holly stem, some five to six inches thick, that had been chewed so completely through by pine mice that the tree C. E. L. had fallen.

# SOUTHWEST CONVENTION

Association, reported on the progress being made in selecting locations for future conventions.

# Landscape Trends

After the presidents' reports, H. Durward Thompson, Corpus Christi, president of the Texas Association of Nurserymen and a landscape architect, spoke on landscape problems and solutions. He said that the landscape man should attempt to learn as much as possible about his client-whether the individual is a doer or a looker. He also mentioned that, over a period of time, there have been changes in the trends in landscape design from the formal type to styles that suit family living, such as development of the patio, barbecue and other recreational areas. The landscape man should suit the design to the individual's interests, as in fruit or shade trees. Varving degrees of light intensities and shaded areas are desirable in a garden area. The preliminary sketch should be a combination of the client's and designer's ideas. Mr. Thompson gave as a definition of design any type of planting in good taste, with which the client and designer are both satisfied.

Mr. Thompson then showed a series of interesting and informative slides, beginning with an aerial photograph showing the free forms present in nature. A group of the slides depicted examples of poor landscaping, showing improper proportion and form and the use of too many varieties of plants. A number of slides showed difficult landscape problems and how they were overcome. A final group of slides featured various forms of architectural and fencing materials used to produce different colors, textures, patterns and forms.

The next speaker was C. J. Lauden Tyler, Tex., director of region V, American Association of Nursery-

# to use and sell PREMIER PEAT MOSS



Plastic Bogs

Cartons

poly-laminated inside and outside

Premier Peat Moss is the biggestselling brand because it gives nurseries and home gardeners the best soil conditioner in the best packages.

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2½, 5, 25, 50, 100 lbs. in double plastic-burlap bags and clear plastic bags.

Premier Soil X-pediter is the extrafine sphagnum peat organic — pure, clean and non-gritty — free-flowing and easy-spreading.

Soil X-pediter blends uniformly and completely with the soil — stores more water, air and plant food — makes roots feed faster.

Display Soil X-pediter — in double plastic-burlap bags and clear plastic bags — all fast sellers at a high markup and established retail prices.

You can order an assortment of any or all of these packages — Premier Peat Moss and Soil X-pediter — and get them all in the same shipment.

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Also Premier European Peat Moss in 3 sizes burlap-wrapped bales

Write, wire or phone for prices

PREMIER PEAT MOSS CORP., 535 FIFTH AVE., NEW YORK 17, N. Y.

Actionized...for speedier more efficient SOIL SHREDDING!

ONLY LINDIG shredders pass all soil through exclusive patented shredding blades... guaranteed perfect shredding of all material... soil, compost, peat, sphagnum moss, etc. Screening Attachment removes rocks and other unwanted particles.

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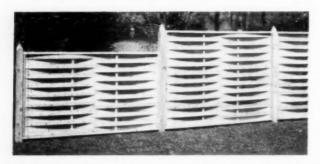
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PROPAGATION OF PLANTS, by Kains and McQuesten. Nursery and greenhouse reference. 637 pages, \$5.00.

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# FARLEY WHITE CEDAR FENCE



FARLEY BASKETWEAVE FENCING — a decorative friendly fence. Horizontal members are locked in place to prevent splitting or pulling out.

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Red, green or natural; Penta-treated and securely woven together with heavy galvanized wire to provide either 50 or 70 per cent shade. Shipped anywhere and we now pay one-half the freight on any amount from one roll to a carload,

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# BALED SHINGLE TOW

WM. A. JOHNSTON

1522 N. W. Thurman St. PORTLAND 9, ORE.

men, and past president of the Texas Association of Nurservmen. Mr. Lauden gave a synopsis of the recent activities of various A. A. N. committees and of the national association's part in helping the Texas and New Mexico nurserymen. Of particular interest in Mr. Lauden's report was his account of the tremendous impact the federal highway department's program will have upon nurserymen throughout the United States. In addition to giving an opportunity to sell nursery stock this program will provide a tremendous showroom for nursery stock. Mr. Lauden emphasized that the spending of the tens of millions of dollars being appropriated will depend upon the state highway departments and that it will be up to the nurserymen to see that the highways are adequately planted.

# **Bulletins Tell Uses**

There have been some 19,000 bulletins distributed by the A. A. N. citing the various advantages of using nursery stock in highway programs. Plant materials can be used to prevent glare, provide shoulder barriers, break roadside monotony, soften curves, lessen noise, establish soil and prevent erosion, eliminate poor views and provide rest areas to prevent driver fatigue.

# SAVE

by using the ever-ready "FIRMUS" PLANTING LINE



All metal—rustproof—no stretching or tearing—spacing on line. Lines 200 and 400 ft., with 1-ft. spacing, now in stock.

Other lengths and spacings made to order for fall planting.

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# For Special Results, Special Profits . . .







AGRICO FOR LAWNS—specially formulated with right elements, organic and inorganic, for correct lawn feeding. Just right for trees and shrubs, too.

AGRICO FOR GARDENS—A special formula, for flowers of greater beauty, vegetables richer in flavor, higher in minerals and vitamins.

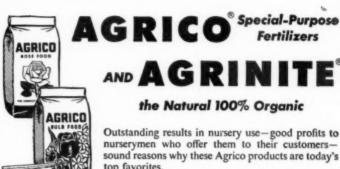
AGRICO FOR BROADLEAF EVERGREENS— for exacting requirements of rhododendron, axaleas, andromeda and other acid-loving plants. Builds soil acidity and feeds plant correctly.

AGRICO ROSE FOOD—a precise combination of organic and inorganic plant foods correctly balanced to bring out the best in your roses.

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AGRICO FOR TURF—the 50% organic plant food that golf courses and landscape gardeners use. Ideal for home lawns, too. Good for feeding at any

All convenient sizes—Complete directions on every bag.



nurserymen who offer them to their customerssound reasons why these Agrico products are today's top favorites.

Cash in on America's most complete plant-food line -sell Agrico with nursery stock. Tie in with Agrico advertising-use Agrico ad helps. Order Agrico and Agrinite from nearest A.A.C. office, or write us today.

AGRINITE is the better (over 7 % nitrogen) 100% organic plant food. High-grade nitrogenous tankage, not an animal manure or sewage by-product. Clean, odorless, won't burn. For all-season use. All convenient sizes.

AGRICO—the nation's leading fertilizer made only by

The AMERICAN AGRICULTURAL CHEMICAL Co. 50 Church Street . New York 7, N. Y.

30 FACTORIES AND SALES OFFICES IN U. S., CANADA, CUBA

In the afternoon, the first speaker was E. W. Zukauckas, assistant professor of horticulture and greenhouse manager, Texas Technological College, who reported on the activities at the Texas Tech greenhouses, including chrysanthemum variety trials.

In further report of activities at Texas Technological College, W. M. Gosdin, instructor of horticulture and superintendent of care and maintenance of grounds, was the next speaker. Mr. Gosdin reported on the turf research plots, of which he is in charge. The turf plot studies are divided into three main categories dealing with (1) water requirements, (2) density studies and (3) combinations of grasses. In his introductory comments, Mr. Gosdin said, "Turf grass is planted for a special purpose, just as other plants are planted to produce a certain effect in a landscape plan. Play areas demand a tough grass; a golf green demands a grass that will survive and provide a smooth surface under extremely close mowing; the home lawn may demand a shade-tolerant grass, a noncreeping type or one that will provide a green color the year

Mr. Gosdin reported on some of



THE ONLY COMPOST GRINDER

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THAT GRINDS OR SHREDS AS DESIRED







MODEL 4-EV WITH DETACHABLE ELEVATOR

There is no other compost grinder that can compare with the W-W Compost Grinder and Soil Shredder. It comes equipped with interchangeable rollers and grinding screen so that, with the rollers in, you can shred organic matter properly for composting or mulch . . . or, with the screen in, you can make potting soil and top-dressing and you can mix compost, mulch or other fertilizer with your soil. It literally turns leaves, twigs, stalks, prunings and manure into gardener's gold. tt handles practically everything . . . reduces it to the desired texture . . . and rejects only the unwanted trash.

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# THERE'S A UNION POT TO FIT

Whatever your specialty - whether it's tiny cacti or generoussize shrubs and evergreens - there's a Union Pot that's just the right size for your needs. Union Flower Pots - of sturdy plastic range in size from 1 1/4 to 10 inches...and the line includes not only standard Pots, but Tubs, Pans and specially designed Azalea Pots as well.

Check the list of available sizes and styles below and see how well the Union Line fits into your operation. You'll agree: Union offers the widest range of sizes and the most complete line of plastic Flower Pots, Tubs and Pans available to the trade today!

## A SIZE FOR EVERY GROWING NEED!

PLAST	TIC FLOWE	R POTS	P	LASTIC T	UBS	PLAS"	TIC AZAL	EA POTS		
	Inside Di	imensions		Inside D	imensions	Inside Dimensions				
No.	Dia.	Depth	No.	Dia.	Depth	No.	Dia.	Depth		
F10	1 1/4	1 1/4	F220	3	2 1/4	F223	5	4		
F215	2	2	F221	4	3	F227	6	4 1/2		
F216	2 1/4	2 1/4	PLA	STIC SAU	CERS	PLA	STIC BULL	B PANS		
F222	2 1/2	2 1/2					Inside D	imensions		
F217	3	3	No.	Dia.		No.	Dia.	Depth		
F218	3 1/2	3 1/2	F515	2 3/4		F1101	5	2 1/2		
F219	4	4	F516	3 3/4		F1103	6	3 3/4		
F226	5	5	F517	4 7/8		F1102	7	3 7/8		
F224	6	6	F521	5		F1104	8	4		
F1108	8	8	F522	6		F1109	9	4 1/2		
F1110	10	10	F523	8		F1107	10	5		
			F524	10						

Write for Price List

# UNION PRODUCTS INC. Leominster, Mass.

ATTENTION: Prices quoted in July 15 advertisement were shown incorrectly through a printing error; the correct prices are given in the advertisement below.

# ORGANIC SOIL REJUVENATOR DOUBLE-CULTURED

CHIEF OF RESEARCH 133 WILSON, LANCASTER, OHIO

LABORATORIES OF SOIL & PLANT RESEARCH, INC. LANCASTER, OHIO MARIA STEIN, OHIO or

the grasses tested as follows: Zovsia takes as long as two years to become established in the Lubbock area. Merion bluegrass has been satisfactory but has a tendency to rust with too frequent waterings; it is worthy of further trials, however, Merion bluegrass and common Bermuda in combination are standing up well. K-31 fescue, a rather coarse grass. in pure stands has proved satisfactory. T-47 Bermuda has proved to be the best grass for the area as far as results now show-little or no seed heads are produced; it is dark green in color and deep-rooted to six feet or more, which gives some indication of the drought resistance. L-2 Bermuda grass, rather fine-textured, is aggressive, but has a tendency to be chlorotic.

Cynodon magensi, a fine-textured, deep green Bermuda grass, shows some potential for the area. African Bermuda, Mr. Gosdin felt, is too difficult to mow. U-3 Bermuda grass is not particularly satisfactory at Lubbock, although in the Dallas area it is giving good results.

Centipede grass is rather chlorotic and turns brown earlier than Ber-

# SAFE. EFFICIENT PRUNING

MEYLAN SAW

Enables man of average height to prune up to 91/2 above ground without ladder. Saves up to 25 per cent time in pruning operations.

Pole saw head made of special grade, heavy tool steel. 36-in. handle tapered for fast, non-fatiguing, efficient

Immediate del where in U.S.A. delivery any-

# M-414 Meylan Saw

Complete with 16-in. blade.... \$ 12.00 With 18-in.

After pruning, protect with Tree Paint.

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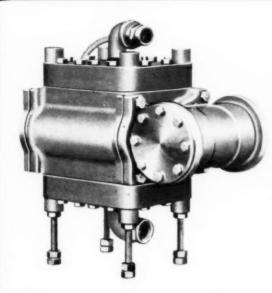
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Write for free descriptive literature, prices, instruction sheet, and list of growers using this equipment.

# RYan 12293 and RYan 12691 PRECISION PRODUCTS CO.

1135 MISSION STREET, SOUTH PASADENA, CALIFORNIA

muda grass in the fall. Saint Augustine grass will not normally survive the coldest winters that occur in the south plains area.

Tom Pendleton, of the Texas employment commission, was the next speaker and reported on the unemployment compensation act changes as applied to nursery employees. Mr. Pendleton stated that the unemployment compensation act applies to nursery operation if as many as four or more employees work in nonagricultural work. He discussed the nature of the agricultural labor exemption, which is based upon the location of the work and the character of the service. Under some circumstances, Mr. Pendleton added, the purchase of an existing business covered by the act previously would bring the business under the act under future operation.

After Mr. Pendleton's talk, a panel discussion, which was quite spirited and effectively conducted, was presented, with a question and answer period following. Ralph Callaway was moderator, and on the panel were Ray Love, Love & Sons Nursery, Amarillo; Wilson Holden, Holden-Dodson Nursery, Lubbock, and Cameron Verhalen, Verhalen's Nursery, Scottsville, all of Texas.

In his talk, Mr. Holden stated that



# LIOUID FERTILIZER DISPENSER

**ACCURATELY** measures fertilizer and mixes it with water in a SAFE proportion.

The Smith Measure-Mix is an automatic, accurate, dependable, non-hazardous device for injecting liquid fertilizer solutions into the water supply. It is driven by the flow of the water, so requires no electric power connections or gasoline engine. All the water used in feeding must flow through the machine. Accuracy is guaranteed within 10% with all types of liquid fertilizer solutions, and in most services is within 2 to 5%. This accuracy will be maintained regardless of any changes in the water pressure or rate of water flow.

The Smith Measure-Mix gives very satisfactory service in normal use. There are no worries about getting too much fertilizer in the water, resulting in plant losses from "burning." If anything ever goes wrong with a machine, it applies

less fertilizer, never more.

Model R-3 for 3/4" hose connection (portable unit) will handle up to 15 gallons per minute of water. Model R-8 for 2" pipe connection (usually permanently mounted, but can be portable) will handle up to 100 gallons per minute of water. Either model can be made to proportion liquid fertilizer in any amount desired.

# BRODLEAF" Imported HOLLAND **PEAT MOSS**

- ★ THE ROOTS SCREENED OUT.
- ★ YOU GET THE BEST PART -
- ★ THE PEAT FLAKES.

Carlot Inquiries Invited . . . Also Ask for Special Offer Holland Burlap Squares.

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# **GREENHOUSE AND NURSERY** SUPPLIES

AMERICAN FLORIST SUPPLY CO. 1335 W. Randolph St. CHICAGO 7, ILL.

## PROPAGATION OF PLANTS

By Kains and McQuesten.
Seed testing, layerage, division, separation, rooting cuttings, grafting, budding, stock and scion handling, nursery management and pest control. 627 p. (1942). Price, \$5.00, postpaid.

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For Nurserymen

DAYTON FRUIT TREE LABEL CO.

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Mention The American Nurseryman when you write

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TRUCK LETTERING AND TRADE-MARK DECALS made for your trucks. Easy to apply, uniform, distinctive, eco-nomical for small or large needs. Write for Catalog

MATHEWS CO.

827 S. Harvey Ave. OAK PARK, ILL.

# you get so MUCH ... for SO LITTLE

Note what you get when you purchase a Royer Shredder . . . and how little this efficient machine will really

First, you get a ruggedly constructed, precision built equipment made for many years of satisfactory service. Second, you get properly prepared compost, completely mixed, blended and aerated to a fine, uniform texture, trash free, ready for use.

Third, you reduce the labor needed for preparing compost by as much as 89%.

Moderately priced, the savings you make in costly manhours now needed for such work will repay the initial cost of this machine in a very short time.



Illustrated is the Model CA-2, newest in the complete Royer line; easily portable; capacity 6 to 9 cubic yards per hour.

To get complete information on what the Royer can do for you, features of construction, how it works, etc., send for new Bulletin 55-S. Models and sizes are shown in detail from the small Junior model to the massive, bucket fed "Y" series with 150 cubic yard per hour capacities.

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# LEONARD NURSERY SPADES

8 Different Patterns

# NURSERY PINNING NAILS

Both 6D and 7D Sizes

# RUBBER BUDDING STRIPS

10 Sizes - Budding Knives of All Kinds

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labor costs are continuing to rise and that a minimum of \$1 an hour does not always prove satisfactory. He felt that qualified labor could do a much better job and that to have good employees the nurseryman is going to have to compete with industry and pay better wages. His statement, "Rather do less, do it better and charge more and not work for a hobby," brought an "amen" from the floor. Mr. Holden said that in pricing a landscape job, his firm charges 20 per cent of the cost of the plants as the cost of planting.

Mr. Verhalen discussed the use of canned nursery stock. At the present time, his firm is producing 1,000,000 canned plants every year, and the rate of replacement is 1/2 of 1 per cent. Canned plants have boosted his June, July and August business 1,000 per cent in the past four or

Mr. Love talked about the effect of the retail garden shop upon the nursery and approached the subject from the angle of what can be carried that would not hurt landscape business. Mr. Love said that his nursery is now making a service charge of \$3.50, which can be applied to any future landscaping. He figured 10 per cent of sales as his advertising expenditure and the best time to advertise as just before the peak season. He also felt that "season" is something that is in the nurseryman's mind, not necessarily in the buyer's, and that the season is much longer than the nurseryman normally thinks it is.

After the panel discussion, there was a tour of the Texas Tech greenhouses and experimental turf plots. That afternoon a barbecue was held at MacKenzie state park, at Lub-

# Final Day

Tuesday, June 26, the first speaker was Borgardus Werth, trained in nematology in the research department of Virginia-Carolina Chemical Co. and North Carolina State College. Mr. Werth is also a graduate in horticulture of the Virginia Polytechnic Institute.

Mr. Werth stated that parasitic nematodes have been known since about 1750 and that actually they can be found generally in all soils on all crop plants, the problem being most severe where susceptible crop plants are grown in the same area over a long period of time. Basically, nematodes can be divided into two broad classes-nonparasitic and parasitic. Nematodes are hairlike worms, varying in length from 1/100 to 1/5

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Weight per 100-250 lbs.
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Size Panton ... 8½ ins.
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William Bell, 4002 Montgomery Ave., Detroit, Mich.
Growers Exchange, Inc., P. O. Box 297, Farmington, Mich.
Strickland Seed Store, 1429 Gratiot Ave., Detroit, Mich. American-Dutch Trading Co., Inc., P. O. Box 177, Cranston 10, R. L. The Sheridan Nurseries, Ltd., Sheridan, Ontario, Canada.

of an inch, and as many as 1,000,-000 nematodes may be found in one cubic foot of soil. The parasitic nematodes differ from the nonparasitic types in that the parasitic forms have a special organ called a stylet that injects enzymes into the plant to keep sap fluid enough for the nematodes to feed. Some feed while partially embedded in the root tissue; some feed externally, and some feed internally. Nematodes do not move far or rapidly under their own power, but man spreads nematodes through the planting of infected stock on nematode-free soil, primarily.

The major problem in control of nematodes is that up to the present time little could be done to eliminate nematodes on established plants that would not also kill the plants. V-C 13, a nematocide produced by the Virginia-Carolina Chemical Co., is reported to control nematodes in established planting areas without injury to the plant and with a residual effect for as long as 30 months.

### Plant Patent Data

The next speaker was Herbert C. Swim, associated with the Armstrong Nurseries, Ontario, Calif., as director of research and development for 15 years. In discussing the subject of patented roses, Mr. Swim stated that OW... You Can Save On Tree Planting

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**HERMANN A. WIRTH** 

Levittown, N. Y.

plant patents have been in effect for about 26 years. There are some 2,000 plant patents in existence, and approximately 1,500 of them are for roses. Patented roses are not necessarily superior, but are different from previous varieties. The inventor or discoverer of a new variety must prove and describe by detailed means the characteristics that make the plant distinctive. The plant patent regulates the rights to reproduction and selling uses, but it does not actually protect the name of the plant. Mr. Swim discussed the costs involved in patenting a plant: Attorney's fee, \$200 and up; illustrations, \$75 to \$125; filing fce, \$30, and recording fee, \$30. Actually this is only a fraction of the actual cost in developing a commercial variety of rose. After growing new seedlings and testing them in his own and national trial gardens, the developer may reproduce up to 200,000 new plants. If, of course, the national trials prove unsatisfactory or little public acceptance is found, all this expense has been lost.

Mr. Swim explained that the United States patent laws differ from the European laws in that most European countries require a yearly renewal fee. Thus worthwhile varieties would be continued under patent restriction while those less valuable would be opened to public propagation. Mr. Swim mentioned that publicity for new rose varieties is necessary and expensive, yet the new variety may not endure in popularity. First Love is Mr. Swim's favorite rose, although it is not an unusually popular variety. Of particular inter-



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est was a description of new rose introductions, including a grandiflora rose called "The Texan," a red rose described as a huge floribunda.

### Insect Control

Dr. Donald Ashdown, professor of horticulture and Texas Technological College entomologist, next spoke on insect control. In his opening remarks, Dr. Ashdown gave the following requirements for the ideal insecticide: 1. It will kill all pestsscale to aphis and cutter bees. 2. It will be safe enough to wash one's hands in-nontoxic to humans and pets. 3. It will have a good odor or perfume. (Dr. Ashdown mentioned that insecticides seem to be becoming more evil smelling all the time.) 4. It will be safe for plants-invisible with no residue. 5. It will not stain the home. 6. The compound must be a contact, stomach and systemic poison. However, Dr. Ashdown added, the tendency seems to be toward developing more specialized insecticides to the extent that a prescription service is indicated.

In the nursery business, the need for more insect and disease-resistant plants, as well as more efficient servicing, was stressed. An example of a bad practice was given—the itinerant sprayer who comes around with







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lead arsenate to spray grass in the spring. Some magical incantations would do as well as lead arsenate, according to Dr. Ashdown. Another poor practice that apparently is becoming more prevalent is increasing the concentrations of spray materials rather than using more efficient spraying. Little added protection is present at the double-dosage level, cost is increased, plant injury is more likely and the health hazard is more severe.

It was stressed that sprayings

It was stressed that sprayings should be timed in pairs, with the second spraying six to nine days after the initial application. Since most insects have two safety-zone periods—the egg stage and the pupal stage, the second spraying would be aimed at killing the insects that have hatched from eggs not destroyed in the first spraying before such insects have had a chance to mate. A new insecticide called Kelthane, was mentioned as an effective mite killer, as tested at the Texas Tech greenhouses.

## A. A. N. Luncheon

At noon, an American Association of Nurserymen's luncheon was held. Ralph Callaway was the master of ceremonies, and the guest speaker was J. B. Baker, Jr., Baker Bros. Nursery, Fort Worth, Tex., and immediate past president of the A. A. N. Mr. Baker complimented the two groups on the meeting as being one for discussion of problems and solutions. He stressed the need for obtaining new membership in the A. A. N.

At the final joint business meeting of the groups, it was reported that convention sites would be considered two years in advance and that the convention next year will probably be at Santa Fe, N. M., at Bishop's lodge or the La Fonda hotel with the Albuquerque group as host, and the following year the meeting will be at El Paso, Tex.

It was reported that in both previous meetings plans had been discussed for the formation of a Dan Carpenter memorial scholarship and committees were established for working out details of this project.

The new officers elected in separate meetings were announced at this joint meeting, as already reported.

A banquet and a dance in the Matador ballroom of the Caprock hotel climaxed the evening and marked the end of the convention.

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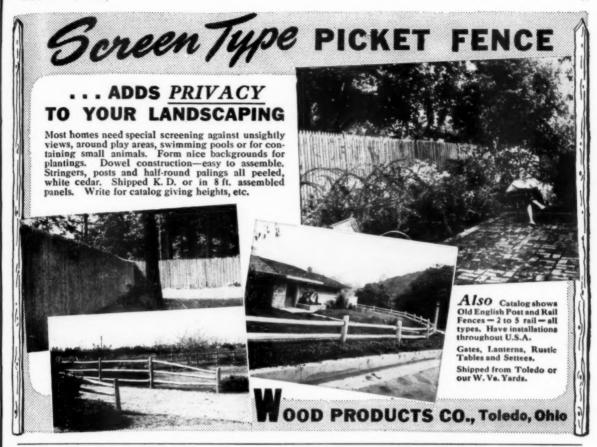
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# GARDEN CENTER OPERATION

[Continued from page 18]

this gesture generates for the nursery. Every nursery has opportunities from time to time to participate in tree-planting programs sponsored by 4-H clubs, public schools, civic clubs, etc. By contributing a reasonable number of trees to these projects the nurseryman engenders the good will of the sponsoring organization and usually receives favorable publicity in the newspapers. The cost of the trees given away can be charged to advertising.

There are various legitimate methods of securing free publicity in the local newspapers. Publicity might be defined as advertising disguised as news. You are not likely to deceive the editor of the paper with your attempt at publicity, yet your contributions will be published if they have enough news value.

# Newspaper Publicity

The construction of a new garden center and the remodeling of an existing one are newsworthy events; so also are the introduction of new plants, the addition of an employee to your staff, the acquiring of an important piece of equipment, the development of a new method of production or distribution and any



# ELECTRIC HOTBEDS

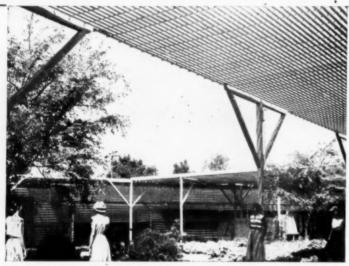


These Redicut Hotbeds are made of No. I Pecky Cypress full I in. thick. The back is 18 ins. high; the front is 12 ins. high; the ends slope (see drawing above). Easy to install. The sash will slide down or up for ventilation.

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reporter.

Summer usually is a slack season for garden centers. A proprietor of a garden center in the north managed to pep up summer sales by having open house extending over several days. Attractive displays of seasonable merchandise were featured. A few varieties of popular container-grown plants were advertised at reduced prices and several valuable pieces of merchandise were given away as door prizes.

## KENTUCKY GATHERING

The summer meeting of the Kentucky Nurserymen's Association, June 26 and 27, followed its usual pattern of all fun and no business. The group gathered at the beautiful Kenlake hotel, in Kentucky Lake state park in southwestern Kentucky where the Tennessee river crosses a corner of the state and joins the Ohio river, near Hardin.

Most of the first day was spent visiting, swimming, boating, horseback riding and fishing. In the evening an informal dinner was enjoyed in the recreation room, where 56 nurserymen, their wives and visitors were served an excellent dinner. A few announcements were made by Dick Taliaferro, president, and by Joe Fike, in charge of local arrangements. No program was planned; however, games and visiting made an enjoyable evening. Before dinner, members of the group were guests of Mitchell Leichhardt, Leichhardt Hillview Nurseries, Bowling Green, and Joe Fike, Fike Nurseries, Hopkinsville, at a cocktail party under the trees overlooking the lake.

Wednesday, June 27, several parties made a tour of the park. The real Nimrods were out at the crack of dawn to try for bass and crappie, with considerable success.

The highlight of Wednesday was the barbecue luncheon given by the two local hosts, Joe Fike and Mitchell Leichhardt. No effort had been spared to make it an enjoyable occasion. The barbecue was served in the shelter house of the picnic area, and no one went away hungry.

Some family groups made a vacation week of the meeting, while others headed for home shortly after the barbecue luncheon. Several Indiana nurserymen joined the Kentuckians at the meeting, and Illinois was also represented.

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# GENERAL REPORT [Continued from page 8]

round tables and to hear an address, "Untouched Gold—The Place of Short-term Bank Loans for Home Landscaping," by E. R. Benton, assistant credit officer, Bank of America, Los Angeles, Calif. The present short-term bank loans for consumer installment buying are an outgrowth of the old FHA title 1 program, but are less strict in that they include more eligible items, such as landscape plantings, and do not require six months' residence in the home. Loans are made to renters, but the homeowner must co-sign.

Installment credit can open up a market not otherwise available, said Mr. Benton, increasing both numbers and amounts of individual sales. He urged the nurserymen to learn about these short-term loans, so they could tell their customers how to use them for meeting the costs of landscaping their homes, even if such loans were not needed by the nurserymen themselves.

There is no maximum on these loans when made to business firms and they may obtain extended time to repay, so the short-term bank loan for property improvement increases the prospective market for industrial as well as home landscaping.

# Washington Report

Wednesday morning, July 18, at the second general business session, Richard P. White, executive vicepresident of the A. A. N., reported the year's activities on the Washington scene. Stating that matters had been well reported in the president's message and treasurer's report, Dr. White touched on a few added subjects.

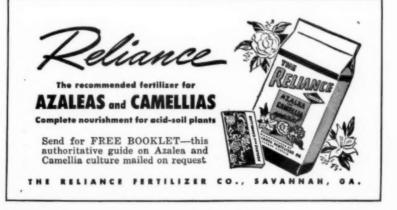
Progress has been made in tripleasing legislation, and the association feels the bill will pass before Congress adjourns. Passage will mean that nurserymen can employ uncertificated or private carriers to haul nursery stock and obtain return loads, thus meaning lower rates for the nursery trade.

Not much progress has been made in getting the repeal of parcel-post limitations, and the A. A. N. will have to appear before the third consecutive Congress to state its position. Dr. White expressed confidence that the bill to increase postal rates will not be brought up before Congress adjourns.

### Income Tax

A matter of immediate concern is one involving income tax returns of nurserymen, said Dr. White. The Stoke's tax decision of three years ago held in substance that nursery-







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men could not charge off as a business expense the cost of seedlings. grafts or rooted cuttings used as liners. This expense was to be considered as a capital investment, to be charged off only as the finished stock was sold some years hence. This decision would require most nurserymen to change their methods of income tax return, which could be done only with permission of the chief of the internal revenue service.

This fact was pointed out to the bureau of internal revenue, which suggested that the A. A. N. prepare wording to be considered by it in the drafting of the regulations of the service under the new tax code. which became effective January 1. 1955. This was done, and up to two weeks ago, the regulations under the tax code effective 18 months ago had not been issued.

In the meantime, related Dr. White, a more recent case has come through the California courts-the Amling-Du Vor case. The decision in this case is contrary to the decision in the Stoke's case, and the government is not going to appeal the decision. The counsel for the A.A.N., said Dr. White, still advises the members to make income tax returns as formerly.

### Canadian Prohibition

Another item of concern is the recent Canadian regulation prohibiting the importation of prepackaged plants from all foreign countries, due to the inability properly to inspect the roots of plants so packaged. The importation of waxed plants is prohibited by the same order. The regulation does not include B&B stock or stock individually packaged with artificially made peat moss balls, also wrapped in burlap. The rule, said Dr. White, appears to be inconsistent, for if the latter can be inspected properly, why cannot the former? Dr. White believed the matter would be ironed out satisfactorily in the near future.

Concluding his report, Dr. White expressed concern over the fiscal year budget, which for the first time in 18 years will exceed expected income, by \$7,000. He made an appeal for the current members to obtain new members, which would add to the expected income.

## **Final Session**

Opening the final general session Thursday, July 19, F. H. Kilner, of the American Nurseryman, presented the necrology report. Reports special committees followed, J. Awdry Armstrong being given a rising vote of thanks for his services



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as chairman of the 1956 convention. The report of C. S. Burr for the highway committee appears on a forward page.

The members voted to reaffirm the policy statements of the A. A. N. for another year. The budget was approved as presented, as was the budget for the market development

and publicity committee.

Miami, Fla., was confirmed as the convention city for 1957, with the Fontainebleau hotel as headquarters. Dallas, Tex., was selected as the 1958 convention site. A motion was made to select Philadelphia for 1960. Invitations were received from Cincinnati, O., for 1960; from Washington, D. C., for 1961, and from Denver, Colo., for 1962. The film "People, Products and Progress" was greatly enjoyed as a final program feature.

## FAFARD UNIT BURNS

A peat moss processing establishment at Shippegan, New Brunswick, Canada, co-owned by Conrad Fafard, Springfield, Mass., president of Fafard Peat Moss, Ltd., was destroyed by fire July 5, with a loss amounting to about \$100,000, it is reported. While the processing unit was burned to the ground, two storage sheds nearby were saved, and these will be used to hold this season's crop. Completion of a new establishment of the firm at Baie Verte, N. B., was rushed to have it operating by July 20, so there would be no interruption to shipping. The Shippegan unit will be rebuilt, according to Mr. Fafard.

## FRUIT FLY AREA CHANGE

Pinellas county, Florida, including the heavily populated St. Petersburg area, has been added to the Mediterranean fruit fly regulated area under an amended quarantine order effective July 13, 1956, the United States Department of Agriculture has announced. A rather general infestation of the fly has been found along the coastal section of the county, including part of the city of St. Petersburg. This west coast county is isolated from counties previously regulated.

Counties previously included in the regulated area are Broward, Collier, Dade, Hendry, Lee and Palm Beach, under amended quarantine order effective July 7, 1956.

The Florida plant board acted promptly to prevent spread of the fly from this section by establishing road inspection stations on five exit highways and by restricting the movement of host material.



# You can do every lawn-building job from your tractor seat with a YORK RAKE

A YORK RAKE is the most versatile tool you can own. It does preliminary rough grading, clears off stones, roots and debris, spreads topsoil, mulches the soil and does the final raking before seeding — in a fraction of the time it takes a crew of men to do the work. A YORK RAKE pays for itself with the time and labor you save each time you use it!



Rakes stones, roots and debris



Reverses for bulldozing

### Sturdy . . . efficient — easy to use

The YORK RAKE is built for rough service. Teeth are heavy-duty alloy spring steel, individually mounted on a spring steel head. The RAKE provides an ideal screening action because pulverized dirt passes between the teeth while stones and debris are carried along. Adjustments are so simple and easy to make that even an inexperienced operator can do completely satisfactory work. Model RE for all tractors with 3-point hitch; Model RF for Farmall Cub Tractors. For literature and prices, write to Dept. AN-356



# CHARLES ADAIR CO. 1225 Cottage Grove Ave. CHICAGO HEIGHTS, ILL.

ANNOUNCING A NEW 33-IN. TREE DIGGER

Designed to match the new hi-clearance—all-purpose tractors and the down-pressure loaders. It functions so smoothly we can dig evergreens without shattering dirt around roots. Digs 4-in. maples without spinning rear wheels or bouncing front wheels.

Our one-man, underslung root pruner does the job the way you always wanted it done.

# KINSMAN'S SELF-SERVICE PICKUPS



Designed for extra-heavy duty with a carrying capacity of 1500 pounds, this cart equipped with 16-in. wheels, pneumatic tires and a 21x50-in, tray performs with ease and balance the most difficult hauling requirements. It will serve as your "second man" where muscular strength is needed. \$57.50 each

\$57.50 each F.O.B. Miami



Since every business must have adaptable workers, the self-service pickup with an over-all width of 27 ins, and 1033,50-in, pneumatic tires fits this category to a "T". While its carrying capacity of 500 pounds will prove ample in most instances, its chief merit will be the versatility with which it can be applied to those in-between jobs. This cart can be your "jack-of-ali-tasks" \$42.50 each \$42.50 each F.O.B. Miami



This dependable, compact little cart perks up any department. It's a time-saver as well as a laborsaver and it invites purchases to fill up its 19.5825-in. bed and wire basket. Roller bearing, 2x10-in. semi-pneumatic tires complement its sturdy construction. Its performance will be appliaded both by you and your customers.

\$20.00 each F.O.B. Miami

# CALVIN D. KINSMAN

3315 N. W. 46th St. MIAMI 42, FLA.

# TRAIN TOUR HIGHLIGHTS

[Continued from page 13]

white in the sunlight, was the subject of much picture taking.

The mountain is named in honor of the nurse, Edith Cavell, who was arrested by the Germans August 5, 1915, on a charge of assisting English, Belgian and French soldiers across the frontier and executed October 12, despite the efforts of Brand Whitlock, the American ambassador, to obtain mitigation of sentence. Nurse Edith Cavell was the daughter of an Anglican minister of Norwich, England.

The group returned to the lodge for dinner that evening and then, after enjoying the scenery from the lodge and the beautifully landscaped grounds, returned to the train. The next day found the train crawling through the mountainous terrain toward Vancouver. The swirling Thompson river added to the picturesque countryside.

# Seattle Greeting

The convention goers were welcomed to Seattle early Wednesday morning, July 10, by members of local A. A. N. chapter 28 and members of the Washington State Nurserymen's Association. Buses whisked the group to the Olympic hotel, where breakfast was served, after which the buses were reboarded for a tour of the city. The 300-acre University of Washington Arboretum was passed, with the winter freeze damage to the Japanese maples, rhododendrons, azaleas and flowering cherries being noted.

Of special interest to the group was the rose garden and All-America Rose Selection test garden in Woodland park. Adrian Gallaher, in charge of the garden, informed the nurserymen that close to 10,000 rosebushes had been replaced due to the winter freeze damage. The 31/2-acre garden contained approximately 250 varieties, while 80 varieties were being grown in the test garden.

Lunch was served at Woodland park, where each lady received a vanda orchid corsage. Afterward the tour was resumed by a visit to Lake Washington ship canal, connecting Puget sound with a fresh water harbor which is 21 feet above the sound. The tour progressed through the residential area of Magnolia Hill, where beautiful rock gardens and well-landscaped homes were seen. Damage from the winter freeze, especially to large upright evergreens, was quite apparent.

That evening Puget sound was crossed by ferry so the nurserymen

# More Trees... **Better Stands**

NEW DRUG HELPS CONTROL DAMPING-OFF, GIVES AS MUCH AS 100 PER CENT PROTECTION

AS 100 PER CENT PROTECTION
The drug that has proved so highly and uniformly effective is SUNOX. College-tested
and field-proved over a period of years,
SUNOX is now widely used as a standard
procedure in preventing Rhizoctonia-caused
diseases. A soil fungus, Rhizoctonia solani,
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seedbeds and in cutring benches. It attacks
liners in the field and mature plants and
shrubs in the homeowner's garden.

"We applied SUNOX in a test for control of pre-emergence damping-off on both black and white spruce. Damping-off killed 75 per cent of the seedlings in the control bed, 50 per cent in the recommended treatment of the seedling in the control bed, so per cent in the recommended treatment recommended measure," reported a large grower in the midwest.

"A marked reduction in the mortality of the small trees was noticed immediately after application of SUNOX." another large grower in the south reported. "We made three applications on the affected areas with significantly good results."

ECONOMICAL!

I Ib. of SUNOX makes 320 gallons of treating solution at a cost of 2c per gallon and less. 1 gallon will treat 8 sq. ft. of rooting medium or 4 sq. ft. in the field. Write for prices and lit-



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# GOOD FOR SHOULDER MAINTAINING, TOO

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Fits any standard tractor with 3-point lift. Thousands in use. Money-back guarantee!

Write for details!

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could have dinner at the Elks' Club at Bremerton. John Snyder, Wenatchee, member of the local chapter which planned the day's activities, as master of ceremonies served after dinner and called upon the mayor of the city for a word of welcome. Mr. Snyder recognized the committee members, including Bob Moller, Bothell; Bob Tindall, Bothell: Winsor H. Bond, Yakima, and Harold Hopkins, Bothell. He also recognized members of the state association who contributed their time, including Harley Mays, Vancouver; Bryan Taylor, Seattle; William Steward, Maple Valley, and John Strander, Seattle. Introduced at the dinner were Larry Krause, Spokane, president of the Washington State Nurserymen's Association, and La Don Henson, Mount Vernon, vice-president, and Lenora Walters, Puyallup, secretary-treasurer. Dr. White and Vernon Marshall said a few words to the group. Returning to Seattle, the convention goers reboarded the train and continued the tour to Portland.

### Portland Tours

The Oregon nurserymen were on hand early Wednesday morning, July 11, to greet the train at Portland and escort the group to the Multnomah hotel where breakfast was waiting. Paul Van Allen, Portland, chairman of the arrangements committee, introduced the members, including James Doty, Joe Klupenger and Martin Holmason, all of Portland; Bob Mollison, Fairview; Dan Schmidt, Troutdale, and Joe Valentine, Gresham.

The day's activities included tours to local nurseries in cars driven by nurserymen. The nursery stock appeared in good condition, with most of the stock damaged by the winter freeze having been removed. Among the firms visited were: J. Frank Schmidt, Jr.; J. Frank Schmidt, Sr.; Schmidt Bros. Nursery; Glen Handy Nursery; Ed Handy Nursery; Pacific Northwest Rose Nursery; Mountain View Nursery, and N. Van Heve-lingen, all of Troutdale; Peterson & Dering, Scapoose; Doty & Doerner, Inc.; Portland Wholesale Nursery Co.; Pacific Coast Nursery, and Villa Nurseries, all of Portland; Rich & Sons Nursery, Hillsboro; Oregon Bulb Farms; Powell Valley Nursery; Surface Nursery, Mount Hood Nursery, all of Gresham, and A. McGill & Son, Fairview, Ore.

Many of the nurserymen and their wives took a morning tour up the famous Columbia River highway to Bonneville dam, where they saw



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There's real profit for you in fast-selling Habitant Rustic Wood Fence, and you don't have to carry a stick of inventory . . . we stock it for you. You sell it, send us the ground plan and we ship it in sections tailor-made to the individual order with single or double gates, drilled posts and all hardware attached, ready for easy installation. Home owners like nationally advertised Habitant Fence because it beautifies their home and grounds, protects their property, gives them maximum privacy and costs less than fences built on the job. It never has to be painted or cared for in any way. Seven distinctive styles and a wide range of sizes to choose from. Write for descriptive literature, price lists and information about Habitant Fence dealerships in your area. Cash in on this profitable sideline to your regular nursery business now.

# HABITANT FENCE, INC.

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OVER THIRTY YEARS' EXPERIENCE—
THE ORIGINAL "FACTORY FABRICATED" WOOD FENCE

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For half a century we have been catering to the florists' and nursery trade.

Our GOLD MEDAL green-dyed and heavier plain yellow bamboo stakes have afforded complete satisfaction to the most discriminating buyers in the U. S. A.

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All the reagents and materials necessary to make 100 to 300 tests for the following plant growth factors: Nitrates, Phosphorus Ammonium, Potassium, Calcium, plus tissue tests for Nitrates, Phosphorus and Potassium



100 lests for the following five growth factors: Nitrates, Phosphorus, Potassium, Ammonium, Acidity; plus tissue tests for Nitrates, Phosphorus and Potassium.

The SIMPLEX Soil Tester is based on scientific methods devised at Michigan State College by Dr. Charles H. Spurway. You should have the SIMPLEX Soil Tester to increase soil productivity and your profits.

Chemical solutions for all SIMPLEX Soil Testers may be secured individually or in mixed lots.

The EDWARDS LABORATORY 686 SIMPSON AVENUE . NORWALK, ONIO salmon going up the water ladder to

That evening, the nurserymen returned to the Multnomah hotel, where a cocktail party was enjoyed. Afterward a bus transported the group to Washington park for a salmon barbecue. In the park, the International Rose Test Gardens were inspected. The evening continued at the Multnomah hotel with dancing and refreshments. By 1 o'clock all of the nurserymen had boarded the train to continue to California.

### On to California

All day Thursday, July 12, the scenic mountainsides and valleys of California were viewed from the train. Mount Shasta was a particularly breathtaking sight with its snow-covered peak rising skyward.

Friday morning approximately 80 nurserymen and their wives departed from the special train at Merced to tour the rose fields of Mount Arbor Nurseries and Jackson & Perkins Co. After a delicious breakfast, the group was transported by buses to the rose fields. Baskets of fruit were distributed to each person to be enjoyed on the tour.

A 150-acre planting of rosebushes owned by Mount Arbor Nurseries was first inspected, having been budded last May. While at the field the nurserymen saw an airplane dusting for aphids and red spiders. A 150acre planting of 2-year-old stock was next visited at Mount Arbor's ranch. There the nurserymen saw wood being cleaned for budding.

Next the group visited the 600acre rose ranch of Jackson & Perkins Co., near Newman. Many new varieties were seen in the test gardens. Also seen at the Jackson & Perkins Co. ranch were geese used for weeding. It was explained they are used to rid the fields of Johnson and nut grasses and do not perform during the heat of the day.

The nurserymen then returned to Merced, where they enjoyed a box lunch and departed for Yosemite park. After viewing the wonders of the park the group was joined at Yosemite Park lodge by the rest of the convention goers who had left the train at Fresno and had visited the big tree forest in Yosemite. The nurserymen enjoyed a delicious steak dinner at the Ahwahnee hotel and then witnessed the fire fall, where large flaming logs were pushed over a stone cliff some 3,000 feet above

Immediately following, the buses returned to Fresno, where the group continued to Los Angeles and reBall Better Pots and Paks

Reynolds Alumipots\* and Alumipaks\*

Grow Top-Quality Plants in Bright

Attractive Packages Light Weight - Long Lasting -

ALUMIPOT\* PRICES

Available in plain silver or colors: Red, green and gold.

21/4-inch Plain Colored Plain Colored Per 1000 Per 1000 Per 1000 Per 1000 ...\$19.30 \$22.60 \$25.05 \$30.10 ...\$19.30 \$21.15 23.55 28.30 ...\$16.80 19.65 22.20 26.45 ...\$15.65 18.35 21.15 28.66 8000 . . \$19.30 8,000 . . 18.05 8,000 . . 16.80 8,000 . . 15.65 2000 to 8000. 10,000 to 48,000. 50,000 to 148,000. 150,000 to 498,000. 21/4-inch packed in cases of 1000 (12 lbs.) and 2000 (23 lbs.).

3-inch packed in cases of 1000 (20 lbs.) and 1500 (28 lbs.).

ALLIMIPAK\* PRICES

								Colored Per 1000
1000	to	900	0			\$	41.25	\$49.90
10,000	to	24,00	0				39.30	47.50
25,000	to	49,00	0				37.30	45.10
50,000	to	99,00	0				35.60	43.05
100,000	to	249,00	0				32.50	38.10
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golds, Tomatoes, etc. Packed in cases of 1000 (34 lbs. per case). Minimum order 1000. Write for prices on larger quantities.

WRITE FOR FREE SAMPLES. \*TRADEMARK, Reynolds Metals Compan

# Your Own Soil! **Grow Better Plants at Lower Cost**

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Here's how to guarantee yourself more dollars from every row. Don't put up with stunted stock when it's so easy to grow bigger, hardier, healthier plants that sell themselves! These simple 10-minute tests tell just what to do, how much fertilizer to use. Saves money, prevents plant losses, corrects alkalinity or actidity (pH). The Sudbury Soil Tost Kit makes your nursery such a beauty spot everybody will stop and buy. Test anywhere—in the field, frames and greenhouse. Do it yourself—no long waiting for reports—get the correct answer right away. Order You!

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PLANT EATS POT
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MULCHNUR, 3-6-3 All Organic. 548.00
BONE MEAL RAW IMT. 60.00
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Write for Price List. Small Quantities.

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ceived a noisy reception planned by the welcoming committee. A vote of thanks was given to William Smart, Shenandoah, Ia., A. A. N. transportation chairman, for the well-planned

# CONVENTION NOTES

[Concluded from page 14]

Copenhaver, president of the Pennsylvania Nurserymen's Association, was not able to make the trip to Los Angeles for the convention. In consequence, Stanley W. Leonard, Leonard & Leonard, Pittsburgh, Pa., served as alternate. Mr. and Mrs. Leonard later went to San Francisco to meet their daughter, who had just returned from a trip to Honolulu, Hawaii, and Banff, Alta.

### SOCIAL EVENTS [Continued from page 14]

vention, the sons and daughters of the nurserymen attending the convention gathered in the Hotel Statler for a get-acquainted jamboree. Here they enjoyed dancing, refreshments and entertainment, which included a magician, a puppet show and a talent contest among those present. Prizes were awarded to the outstanding talent in the group. In the evening, the juniors joined the adults for entertainment in the Hospitality room.

On Monday, the group left in the morning by buses for a day at Disneyland, where they were joined later by the adults. An admission ticket, a book of tickets for nine rides on various Disneyland features and lunch were provided each person.

Buses were loaded again Tuesday morning for an interesting tour to Marineland, where the group saw the seal show, porpoise show and diving show and were treated to lunch, after which the juniors again joined the adults in the Hospitality

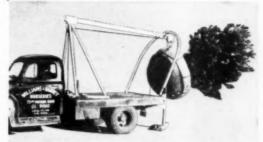
Wednesday's attractions were the 200 and Traveltown at Griffith park and the past presidents' banquet at the Moulin Rouge, Hollywood, during the evening with their parents.

A film, "People, Products and Progress: 1975," shown Thursday morning, fascinated the juniors by foretelling the kind of world they will be living in 20 years hence. As their final activity, they then joined the adults for a general luncheon and to hear Dr. Allen Stockdale speak.

# MAIL-ORDER BREAKFAST

A breakfast meeting was attended by 43 members of the National Mail Order Nurserymen's Association July 18 at the Hotel Statler, Los Angeles,

# **BIG-TREE MOVER**



Since Williams & Harvey announced this new, improved bigtree mover three years ago, leading nurseries, tree surgeons and park departments in all sections of the U.S. have adopted it.

- New Lighter Weight
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Write for specifications and address of users near you.

Six-foot mover (as pictured) complete with power winch and all needed pickup parts, \$1,675.00 F.O.B. Kansas City, Mo.



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TABLE MODEL TREE STAND 6-POT SIZE \$3.00 each 12-POT SIZE \$5.00 each 18-POT SIZE \$8.25 each



ORDERS DELIVERED FREE TO DESTINATION AS FOLLOWS: CALIFORNIA-All orders \$25.00 and over. ARIZONA - NEVADA - OREGON-Orders \$35.00 and ALL OTHER STATES WEST OF MISS .- Orders \$50 and over.
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CONTAINS HUNDREDS OF ITEMS THAT MAKE MONEY FOR YOU!

Wire and Redwood baskets; Redwood tubs; Wire and fernwood totem poles; Plant supports;

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Green moss in bales and bags; Black Magic; Plant ties and twine: Plastic pots and trellis; Copper, brass and plastic planters;

Wire plant markers and plastic plates; Other nursery supplies.

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PROVED 85 to 100% EFFECTIVE IN KILLING CRAB GRASS SEEDS

### 1. APPLY FALL OR EARLY SPRING-

The seed-killing ingredients are highly insoluble and remain on the surface to kill seeds that ripen and fall after application in addition to those on the ground at time of application.

### 2. DOES NOT INJURE BLUEGRASS.

PAX fertilizes and beautifies bluegrass, dichondra and other desirable turf plants. Also conditions the soil with Panacalite,

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Protects against reinfestation for a year or longer.

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PAX is as easy to apply as any commercial fertilizer.

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# crawlers, earwigs, ants and cutworms.

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Dept	A8, Box 2310 F LAKE CITY 10, UTAH	
Ple	ease send me your FREE Rid of Ugly Crab Grass."	leaflet
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Calif., with President John W. Kelly, Dansville, N. Y., presiding.

Tom Kyle, Tipp City, O., and Wayne Ferris, Hampton, Ia., discussed the possibility of an increase in postal rates being voted by the next Congress. Mr. Kelly, Clark Kidd and James E. Horton, special counsel to the A. A. N., spoke about the fair trade practice rules for the nursery industry.

# Gala Banquet

Highlight of convention social events was the past presidents' gala banquet the evening of July 18. Well over 1,000 conventioners filled the famed Hollywood night club, Moulin Rouge, for a fine dinner, dancing and the most lavish floor show any A. A. N. convention has vet seen. It starred "Spike" Jones and his orchestra, supported by a large cast of dancers and singers.

Preceding the show, the 15 past presidents in attendance at the convention were presented. President Vernon Marshall welcomed the president-elect, Clyde Stocking. The immediate past president, R. B. Baker, Jr., presented Mr. Marshall with a membership pin in the A. A. N. Past Presidents' Club. Another past president, John D. Siebenthaler, on behalf of the association, presented a suitcase to Mr. Marshall.

### Closing Luncheon

Closing the convention was the sine die luncheon, over which Vernon Marshall presided. After first introducing Clyde Stocking, the new A. A. N. president, Mr. Marshall presented J. Awdry Armstrong, who then introduced the chairmen of the various committees that had handled the convention preparation.

Dr. Allan Stockdale, of the National Manufacturers' Association, in his inspirational talk, "The Human Side of Business," declared that the human element is increasing in importance in business. This is not a time to have fear, he said, but a time to look on the bright side of things. Free human beings are essential in these days, and a sense of humor is needed by everyone to keep healthy.

# FAIR TRADE RULES [Continued from page 9]

describing order size, are used in rule 3, he said; the nurseryman will have to be guided by his conscience to determine what this means. Also, the rule contains the wording, "planting season," which will depend on the geographical location and have to be judged by the individual nurseryman.

The last paragraph in rule 3 does

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For northeast and midwest New greatly enlarged edition. Illustrates in full color 430 items, ornamentals and fruits, popular in these areas 96 pages in full color, 81/2×11 ins. in size, with substantial \$4.00 each.

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For the southwest. Illustrated in full color—320 items—64 pages in color with heavy durable cover. \$3.00 each ins. in size

# Standard Nursery Catalog

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25 popular items of narrow-leaved evergreens—in full color. 15c each

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31 popular flowering shrubs in full 25c each

# Correct Planting Methods

A pocket-size, 48-page booklet, Very complete but concise well illustrated. Helpful in preventing claims for dead stock that cost nurserymen money. Sample, 10c.
Write for discounts on quantities.

Write for Quantity Discounts.

Cash with order, please.

# A. B. MORSE CO. ST. JOSEPH, MICH,

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# TAGS FOR NURSERYMEN

# No. 21 SIZE 1x6 ins.

TREE AND SHRUB TAGS Made of heavyweight, strong, water-resistant tag stock. Furnished 10 tags partly attached for use in typewriter.

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5.000 to	9,000					1.65		2.60
10,000 to	24,000					1.40		2.40
25,000 to	99,000					1.10		2.15
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Colors: Yellow, Red. Blue, Green, Orange and White. Colors may be combined for quantity price. Minimum 1000 each color.

Prices 10% higher west of Denver. Net 30 days, F.O.B. Grand Rapids, Mich.

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Complete Clock -Timor and full 3/2-lach solonoid wired, ready to hang up.

\$65.00

REEL WIRE



No. 18 .... 5.25 No. 20 .... 6.00 No. 23 .... 6.45 20 lbs. per roll.

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Gauge

Many Ends Cotton Twine

Cut once 50 ends at a time; easy and convenient for bench tying. 100 lbs., 75c per lb. Less than 100 lbs., 80c per lb.



New York 1, N. Y.

All prices F.O.B. New York City.

Cash with order unless suitable references are given.

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NOZZLES—TIMERS—SOLENOIDS—STRAINERS—ACCESSORIES

. LAYOUTS SUPPLIED FREE-SEND FOR BULLETIN No. 30

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AL SAFFER, Horticultural Supplies
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TRANSPLANT NOW ???

Yes, with Wilt-Pruf. When you are in Lake County stop at BOSLEY'S for your supply of Wilt-Pruf or we will ship it to you. Send for descriptive literature.

1 gal., \$6.60

5-gal. drum, \$30.75

52-gal. drum, \$286.00

THE BOSLEY NURSERY

MENTOR, OHIO

not pertain to catalogs put out by nurserymen, he said. It means a nursery must have sufficient stock on hand to meet normal orders when advertising in a newspaper or sending out a salesman.

### Standards

Rule 4, he said, is a left-handed recognition of the "American Standard for Nursery Stock." Other government agencies have recognized these standards completely, and why the commission did not, the speaker did not know.

A great victory for the nursery industry was obtained when the commission was finally convinced that the word "nursery" could be retained in a company name even if the firm did not grow nursery stock.

Mr. Horton again stressed that the A. A. N. office encourages suggestions or recommendations for revisions of the rules. He related that his services are set up for A. A. N. members' use at no cost; so if questions arise he will give advice.

LONGVUE is the name of a new nursery operated by C. J. Anderson on Route 43 at East Springfield, O.



BUILT FOR LONG LIFE
Here it is—after two years'
development—'Little
Champ," the only rotary
hand duster designed and
made in the United States
for home gardeners. Like
other Champion sprayers
and dusters, it's built to perform and last. Exclusive features, such as spiral agitator
that fluffs the powder and
the adjustable feed control
for every kind of dusting
without clogging. Two 10in. discharge tube extensions
included for easy dusting
under low plants, for reaching small trees. Only \$9.85,
f.o.b. Detroit.

especially designed and made for the home gardener – the NEW "LITTLE CHAMP" rotary hand duster





EASIEST to USE for EFFECTIVE DUSTING Hold with one hand, turn the crank and a cloud of fine dust envelops roses, shrubbery, small trees. Use any insecticide or fungicide from teaspoonful

Use any insecticide or fungicide from teaspoonful up to 2-lb. capacity. Entire top comes off for easy filling. Because it does the right kind of dusting so easily, it's the ideal aid for better flowers and vegetables. Write for free literature.

CHAMPION SPRAYER COMPANY

Manufacturer of Portable Sprayers and Dusters
6507 HEINTZ AVE. • DETROIT 11, MICH.
Distributorships available—write for details

EVERGREENS, by L. L. Kumlien. How to select, plant and care for evergreens. 91 p., illus. \$1.50 postpaid. American Nurseryman, 343 S. Dearborn St., Chicago 4, Ill.

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# Finest Quality.

31/2-in. Wired Labels Plain-Painted-Printed 2½-in. Printed Wired Labels Pointed Labels — all sizes Field Labels - made to order Write for prices and discounts.



# Immediate Service

Printing available on all types and sizes of labels. You save by buying your labels with varieties already printed on them. You can also benefit by printing your name and address. Please write for prices.

# COMPANY THE BENJAMIN

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SHADING ENCLOSURES LATH HOUSES

WINDBREAKS

PROMPT SHIPMENTS Special Snow Fence - 58 to 60 per cent Shade Standard Snow Fence-43 to 46 per cent Shade Farm or Utility Snow Fence

Three Types Available

Write for specifications and prices.

P. O. Box 283

PHILIP HARTIGAN, Road Equipment and Supplies HONESDALE, PA.

# HIGHWAY COMMITTEE REPORT

[Concluded from page 9]

public with the functional planting of highways. But now, emphasized Mr. Burr, the committee feels it is time for each member of the A. A. N. to take it upon himself personally to acquaint his friends in the state legislatures with the value of the program. Certain basic requirements for the interstate system will be determined by the federal bureau of roads, he said, but once these are met, the state highway commissions will have a pretty free hand in the allocation of funds.

Highway planting, concluded Mr. Burr, is a good showroom for nursery products and will stimulate a demand for nursery stock. It will also be good insurance for the industry should there be any slackening of business in general.

### ALLIED GROUPS

[Continued from page 11]

lems of introducing, registering, testing and producing new plant materials, the group agreed that further studies should be made with the close cooperation of the association and the A. A. N.

Some of the important points discussed were: (1) An institution with a complete collection of catalogs should make an annual survey of all



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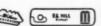
MARK OF DISTINCTION Give your plants a Personality Plus SALES APPEAL

Let us design a "MARK OF DISTINCTION" Label Especially for you, and Build Sales We carry a complete line of stock labels

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Please Mention AMERICAN NURSERYMAN When Writing Advertisers.



Put around the plants early. Heavy stems protruding may be tied to support as plant nears production growth — Extra stake furnished to support the early

Bright green enamel finish.

This is an Ideal Garden Gadget. Send for folder today.

LANSING SPECIALTIES MFG. CO. Bast, AN 58, 918 Clark Rd.

# BALER · TWINE · BINDER

SISAL • JUTE • COTTON • ROPE

Jobbers' Prices - immediate Shipment

Stocks conveniently located means low-50-lb. Bale

er freight costs to you. 40-lb. Bale 50-lb. Bale Baler Twine Binder Twine 50 bales ..... \$5.75 \$6.90 25 bales . . . . . . . . 5.95 7.10 7 25

6.20 F.O.B. New York or New Orleans (F.O.B. other points at proportionate prices.)

Write for delivered prices on sisal, jute and cotton twines. U. S. A. Headquarters

# NEW YORK TWINE CORP.

110 Murray St. NEW YORK 7, N. Y. Est. 1919

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Bale

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catalogs to locate new material. (2) New plants should be sought out and tested by botanical gardens. (3) A depository for all information about new plants should be selected.

# SECRETARIES' MEETING

The 10th annual meeting of the Nursery Association Secretaries was held the afternoon of July 18 in the Buffalo room of the Hotel Statler, Los Angeles, Calif. President Frank Turner, Springfield, O., presided. Secretary Erwin W. Whitham, Manchester, Conn., gave the summary of the previous meeting and presented other association business.

Unanimously re-elected for another year were President Turner; Secretary-treasurer Whitham, and Vice-president Thomas Pinney.

Sturgeon Bay, Wis.

First on the agenda was the subject of membership eligibility for state nursery association. It was found that eligibility rules of the various states vary considerably and the consensus was that there should be an effort toward uniformity. Different states also have different interpretations of the terms "landscape contractors," "landscape gardeners," etc., as concerning membership in organizations of nurserymen. This is another point which needs to be clarified.

The next item on the agenda concerned the listing of secretaries by the American Association of Nurserymen office. The practice has varied from year to year. Agreement was reached with Curtis Porterfield, A. A. N. secretary, to list hereafter secretaries of state, regional and local groups and related agricultural groups.

Also on the agenda was a discussion of simple bookkeeping for association records. Oregon, California and Connecticut systems were described. Elmer Merz, of the California Association of Nurserymen, emphasized the importance of a regular system of billing. It was agreed that members should receive first, second and third billings on regular dates.

The final item on the agenda was bylaws and committees for continuity. James Griffin urged the use of all but a necessary balance in the treasury for the direct benefit of the association. The officers were appointed as an executive committee to look into future plans for the association and to draw up recommendations for objects, bylaws and continuing committees for the group. This committee will report at Chicago next January.

C. H. P.



# "How to make money Aerating Home Lawns Commercially"

That is the title on a circular we have which explains to Landscape Contractors how to go about developing a clientele in growing grass by mechanical aeration of home lawns. It is sent free on request.

Commercial aeration is a very profitable field for contractors. Hundreds of them are making up to \$75.00 per day with our Motoraire and the field is scarcely touched.

Over 1500 landscape men are using our Rollpac Power Rollers and lawn aerating machines. They are preferred for commercial work.

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# **SAVING THE MOST**

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# **COAST TO COAST**

# REDHEAD CAN SHEAR



cuts ALL cans

- CLEANLY
- SWIFTLY
- SAFELY!!
  Retail: \$7.50
  Nursery Price:
  I only ....\$ 7.00
- 2 for .... 13.50 3 for .... 18.00 Postage extra. Pkg. wt., 41/2 lbs.

each.

# HANDY-MAN GRIPZIT



• SAVES
wear and tear
on cans and
fingers.
Retail: \$3.25
Nursery Price:
I only \$3.00
2 or more
\$2.75 each.
Postage extra.
Pkg. wt.,
¼ Ib. ea.

Both of these tools have been copied. Look for this "Handy-Man"

Look for this "Handy-Man" label. Be sure of getting the genuine — buy AYER-LINE from our authorized jobbers. See advertisement in March 15 issue for name of your nearest supplier—he can save you freight and time. Or write to:



Ayer-Line INDUSTRIES, INC.

709 Jones St. BERKELEY 10, CALIF.

Mention The American Nurseryman when you write.

# WHITE CEDAR STAKES

Low Cost—Durable Ic per foot.

Rough sawed slightly oblique. Measure approximately 3 ins. wide by  $\frac{1}{2}$  in. thick. Any lengths to 5 ft. Bundled. Write for sample.

Other dimensions to 8 ft. long can be pointed. Send specifications for prices. Shipped from upper Michigan.

# THE MAC GILLIS & GIBBS CO.

1615 E. Royall Pl. MILWAUKEE 2, WIS.

### ROUND-TABLE PANELS

[Continued from page 12]

Verhalen, Verhalen Nursery Co., Scottsville, Tex., prefaced his remarks by saying his firm is engaged in growing container stock. One of the main problems is to know what to produce and how much. It is necessary to know, he said, what cuttings to plant two years in advance. Soil materials is a number one problem, he remarked, for different plants need different soils.

Spacing of plants is important, he emphasized. Plants such as boxwood have to be spaced out the second year—one square foot for a gallon can and two square feet for an egg or 5-gallon can. Mr. Verhalen stressed neatness in the nursery, for it will help to turn out more work.

There is a problem in grading container stock, he said. Mr. Borchers made the remark that the A. A. N. grading and standards committee would have to do some work on this subject. The panel agreed that it would be some time before grading could be set up for container stock. A number of the wholesalers in the audience advocated that sizes be stated when selling container stock.

### Distribution

In his discussion on distribution, Willis Stribling, Stribling's Nurseries, Merced, Calif., said that harvesting stock requires much labor cost and therefore mechanical aids should be studied. Going on to discuss packing and shipping, he said bulk warehousing and carload shipments are money savers. Pool freight shipments, truck shipments and even air shipments on certain stock should be considered.

It is increasingly important for wholesale nurserymen to provide catalogs with more information. Also, it is advantageous to supply distributors with sales aids. Mr. Stribling added that the California Association of Nurserymen has persuaded a west coast horticultural printer to put out four basic sales posters picturing items for sale during different seasons which will be available to association members. Mr. Stribling said he thought that more cooperation is needed between nurserymen and state officials on inspection programs and quarantines. This problem, he added, should be worked on by state associations.

# Credits and Collections

The fourth panel member, Charles S. Burr, C. R. Burr & Co., Inc., Manchester, Conn., said credits and collections are a thankless job, but a good sound program is necessary.

# The Original SWISS



NOW HAVE
UNBREAKABLE
CLOGPROOF TOOLS
PLUS
REVERSE-A-MATIC
DESIGN
FOR ATTACHMENTS

Write for details of new models.
E. C. GEIGER .CO.

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NORTH WALES, PENNSYLVANIA
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BUILD YOUR OWN

# FIBER GLASS GREEN HOUSE



Fiber Glass provides better distribution of light, thereby enabling you to grow more plants in a smaller area.

Corrugated fiber glass sheets available 34 ins. wide by 8-it., 10-ft, and 12-ft. lengths, in natural color to give maximum light transmission.

**59**¢ sq. ft.

WRITE FOR FREE INSTRUCTIONS AND INFORMATION TO DEPT. 101 Orders shipped promptly.

> QUANTITY DISCOUNTS ON 50 OR MORE SHEETS

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CORAL GABLES 34, FLORIDA



"Rite in the Rain" labels are not just another paper label. They are made of tough tagboard and chemically treated to make them waterproof. Ordinary pencil markings do not wash off. These are longer lasting yet low-cost labels. Millions are used every year by nurserymen.

Write for samples and prices.

J. L. DARLING COMPANY
BROWN'S POINT, TACOMA, WASH.

Mention The American Nurseryman when you write.

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162

Such a program should provide for repeated customer contacts to discover peculiar circumstances. Collections should not be too close to 100 per cent, for a company is too careful in accepting accounts if this is the case.

It is important to have accounts paid up as soon as possible, he emphasized, for the longer a bill is outstanding, the more trouble is encountered. Clear and emphatic credit terms should be understood at the beginning of a transaction, he said. Retail customers, Mr. Burr believes, can be educated to realize the value of a good credit standing.

Wholesalers are trying to get their terms on a 2-10-30 basis but there is still trouble in collecting, since many nurserymen have to sell their stock before paying bills. It is important, Mr. Burr emphasized, not to overload customers with stock.

Adding to the discussion, Mr. Stribling said that in California seven fruit tree growers use 2-10-30 day credit terms with 1 per cent interest being charged after the bill is 60 days past due. A letter is mailed after 60 days explaining why it is important for the nurseryman to pay his bill and suggesting that, if it is necessary, a payment plan can be set up if there are special reasons why the bill cannot be paid at that time.

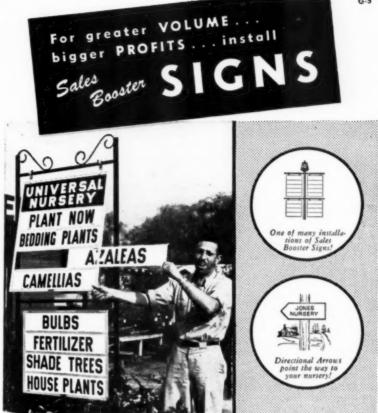
### GARDEN SHOP-SALESYARDS

[Continued from page 12]

Some items, he said, are not profitable to handle because they require much greater selling costs. Wherever possible, he said, these should be eliminated from the inventory. It is important to determine the type of customers served by the garden shop -for instance, whether they are from high, medium or low income brackets -and then to carry the type of stock which fits the bracket or brackets served. He also urged the establishment of maximum and minimum quantities of given items which are handled to prevent overloading or undersupplying of stock carried.

Put on promotions to get rid of overloaded items, Mr. Crum said, and urge sales personnel to push these things. He said that it was important to watch the times for sales and specials. For instance, running a special sale when the World Series is on would be a waste of time.

In conclusion, he told the group to establish a store and nursery stock list of necessary items; find out what sells and what does not; eliminate nonselling items, and watch the trends in customer buying. Concern-



Here's what Mr. Julian Herman, owner of Universal Nursery, North Hollywood, California, has to say about SALES BOOSTER SIGNS:

"My sales have shown a nice increase since I installed my SALES BOOSTER SIGN! It gives me a way to call attention to the things I sell. I've found it to be a very valuable sales aid — one I would not want to be without!"

Mr. Herman, like other progressive nurserymen, knows that when you tell what you sell, you sell MORE!

MAIL COUPON TODAY	GROWERS SIGN SERVICE, Dept. AN-1, Tollmodge, Ohio Gentlemen: Please send, without obligation, illustrated folder and price list for SALES BOOSTER
GROWERS SIGN SERVICE Dept. AN-1, Tallmadge, Ohio	SIGNS. Name



# LYNCH GARDEN SCULPTURE

Made in Beautiful Eternity Lead and Bronze — Thousands of Attractive Designs in Stock — Fountains, Birdbaths, Vases, Decorative Pieces etc. Most designs are piped for water display. Write on Company Letterhead for our huge, free, fully illustrated General Wholesale Catalog for the Trade.

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The long, flexible coil spring teeth follow every bump in the ground, getting all the debris as so many human fingers. Sweep with a flip with the wind. The coil spring teeth tend to throw the accumulated load along. Does not clay with treah as ordinary-rakes do.

### - NURSERYMEN -

You need them in your work: Your lawn and garden customers need them too.

Potential users: Nurserymen, gardeners, landscape gardeners, farmers, golf courses, country clubs, recreation grounds, parks, cemeteries, zoos, homes, etc. Sell them to your customers.

-Write for particulars-

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Dept. 7N6

Newhall, la.

ing the latter, he said that California nurserymen had witnessed a "tropical" boom for some time and that he next anticipates an "Oriental" boom.

John Armstrong, Jr., Armstrong Nurseries, Ontario, Calif., had the subject "Packaging for Retail Selling." He first posed the question. "How important is packaging?" Answering his own question, he cited the tremendous success of supermarkets that handle thousands of items, each one attractively packaged to create customer desire.

# Physical Labor

One of the most difficult problems in selling and handling nursery stock is the physical labor involved. He suggested eliminating as much of this as possible. Many items, such as bulbs, lend themselves readily to prepackaging. Bare-root plants however, are not so easily handled in this way. Nevertheless, he said, more and more packaging ideas are coming. The package must be attractive and attractively displayed. Important points to remember with prepackaging are to use quality stock, consider the rate of turnover, the temperatures and types of storage and the handling given by suppliers and dealers. Do everything possible to avoid losses with repackaged stock.

Mr. Armstrong predicted that in 5 years most bare-root stock will be offered in packages, probably much of it through the use of refrigerated cases.

The final speaker of these roundtable discussions was John Schneider, York's Nursery, Lafayette, Calif. He opened his remarks on "Merchandising Methods," by saying he did not feel that nurserymen should consider one another as competitors. Competitors are in other lines of business, which are after the same consumer dollars as nurserymen, he said. He urged close cooperation between nurserymen.

Too often nurserymen are careless about the neatness of their shops or salesyards. They should strive to keep these clean and attractive. Good merchandising does not mean selling things too cheaply; price is not the most important thing.

Among the things he suggested to increase sales were to have a neat-appearing place of business; provide ample parking space; have neat and clean rest rooms for customers; have neat-appearing salespeople, preferably uniformed; have informed personnel who know how to sell; display stock attractively and keep it dust free, removing duds and poor plants; place stock where it can be seen, in-

# BURLAP

Established 1925

Importers—Manufacturers
Distributors of Bird Pots
and Lerio Nursericans

New York Representative: Harry Ramp 400 Woodfield Rd. West Hempstead, N. Y. Phone: Ivanhoe 3-6153

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P. O. Box 96
Irvington, N. J.

Phone: Essex 5-6585
Midwest Representative and Warehouse
Seward Trans., Inc.
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J. SHORE & CO. CHELSEA, MASS.

# **ALUMINUM TAGS**

(All-weather)

3½" x ¾"

Patented cardboard backing permits easy embossing with ordinary lead pencil.

- · Heavy eyelet. Copper-wired.
- Attractive silver Aluminum, backed with yellow cardboard.

• Inexpensively priced: 1000 for. \$14.00 250 for. \$5.00 500 for. 9.00 100 for. 2.50

Write for samples.

# BERRYHILL NURSERY CO.

P. O. Box 696 Springfield, Ohio

IT COSTS NO MORE (and in most instances less)

FOR OUR PACKING OF Nursery Burlap Squares and Rolls

Write for prices and samples

L. ATKIN'S SONS
P. O. Box 167 Rochester, N. Y.

# RAFFIA

Headquerters for
A. A. WESTCOAST and
X. X. SUPERIOR RAFFIA
Can make immediate shipment.
ALSO GOODRICH BUDDING STRIPS

THOMAS MEEHAN & SONS
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stead of placing many items in storage areas; put like things together because mass displays are needed to merchandise well; price merchandise, but do not put prices on the name tags; use signs telling what you have to sell; make tie-in sales by placing related items side by side, and advertise intelligently. He advised the use of an advertising agency in most

Self-service is going to become an increasingly important thing in the nursery, said Mr. Schneider. In his business a cashier sometimes also acts as a hostess. His firm uses outside salesmen to call on new homeowners. He urged the use of time-payment plans whereby customers can buy nursery stock now and pay for it over a period of time. His firm's experience has been that homeowners were good credit risks. He urged that nurserymen stage special events at their nurseries, such as Christmas parties, open houses, author's teas, C. H. P. etc.

# Landscape Panel

Some 60 landscape nurserymen sat in on and most took part in an open panel discussion entitled "Getting the Most from Employees, Customers, Suppliers and Yourself," with Harold Parnham, Robinson & Parnham, Des Moines, Ia., as moderator.

## Mail Order Panel

Discussion of sales trends and improved packing techniques in the conduct of mail-order nursery stock distribution drew an interested group to the Sierra room of the Statler hotel on Tuesday morning to talk over problems with five representatives of midwestern mail-order

On the convention schedule for the first time, the session, moderated by George Rose, Henry Field Seed & Nursery Co., Shenandoah, Ia., featured talks on specific mail-order problems, followed by a question and answer period.

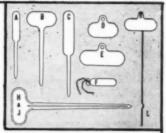
Appearing on the panel in addition to Mr. Rose were Tom Kyle, Bohlender Nurseries Co., Tipp City, O.; Ted Korves, Gurney's, Inc., Yankton, S. D.; Ted Sjulin, Inter-State Nurseries, Inc., Hamburg, Ia., and Wayne Ferris, Earl Ferris Nursery, Hampton, Ia.

A full report of the discussions of the landscape panel and the mail order panel will appear in an early issue.

# Give your garden personality with LIFETIME PLASTIC MARKERS

Add smart interest to your garden. Your visitors appreciate knowing the right names of your plants and flowers without asking.

Made of durable, heavy, white plastic. Guaran-teed weatherproof. Pencil markings stay until removed by scouring powder and damp cloth. Used by nurserymen, botanical gardens, conservatories, arboretums and experimental stations.



	SIZES AND STYLES:	POSTPAID QUANTITY PRICES:											
	SIZES AND SITEES:	10	25	50	75	100	500						
A	4 1/2" Vertical Stake				\$1.00	\$1.25	\$ 5.50						
B	2" x 5" Tee Stake			\$2.00	2.30	2.75	11.00						
C	6" Vertical Stake			1.50	1.80	2.25	10.00						
D	1" x 2" Horizontal Tie-on Tag			1.35	1,60	2.00	9.00						
E	1" x 3" Horizontal Tie-on Tag			1.60	1.90	2.40	10,50						
F	1/2" x 2" Notched Tie-on Tag				1.00	1.25	5.00						
H	2 1/2" x 8" Tee Stake	\$1.00	\$1.75	3.00	4.10	5.00	21.00						
J	3" x 12" Tee Stake	1.80	3.00	5.40	7.50	9.00	37.50						
1	18" Galvanized Spring Steel Stake												
	only (for D & E)	1.03	2.00	4.00	5.60	7.00	30.00						

SAMPLE ASSORTMENT:

10 Each of A, C, D, F and 5 each of B and H. Tie-on wires included \$1.00

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NO DEALERS AND JOBBERS: C.O.D.'s Write for full information on attrac-PLEASE

10342 LANARK, DETROIT 24, MICH. For West: 1864 S. 120th St., Seattle 88, Wash. Canada: 1015 Mt. Pleasant Rd., Toronto 12, Ont.

For The RIGHT HUMIDITY in your greenhouse. . .



Model 31A

Ideal for long,

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Use Grows Better Plants

Faster Automatic Operation Easy to Install Used by Hundreds of Growers

Write for prices and data sheets. Please give size of your greenhou

STANDARD **AUTOMATIC Humidifiers** 

STANDARD ENGINEERING WORKS

PAWTUCKET, R. I.

# NURSERY TAGS

"Weather Resistant"

Size ½x6 ins. Prices per 1000—Tag Stock 1000 to 4000...\$1.35 20.000....\$0.90 5000 to 9000...\$1.0 50.000......75 10.000....\$1.00 100.000.....65

 Made of Water-resistant Paper Stock
 8 Colors Available
 9 Sizes and Styles
 Sheets of Ten for Typewriting Write Today for Prices and Samples

PREMIER SOUTHERN TICKET CO., INC. P. O. Box 5 CINCINNATI 7. O.

PRINTING FOR NURSERYMEN

Better Quality—Lower Prices
Prompt Service
Moisture-esistant labels, plain or
printed, single or sheets for typewriter
use. Wide variety, lowest prices.
Shipping tags, color broadsides, catalogs, price lists, order blanks, order
books, stock records, gummed labels,
blotters, salesbooks, distinctive station-

ery. Letterpress and offset printing. Write for free samples and prices.

THE TINGLE PRINTING CO. PITTSVILLE, MD.

# New WhiteShowers **Misting Nozzle**

The finest, simplest and most efficient nozzle for propagation and humidity control. Requires no tees, sweat fittings, solder, etc., or work of plumber or expert to install. Made of stainless steel.

Sample with hose-testing cap ......\$3.75 postpaid

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The beautiful "self-airing" pot that shows off your plants — sells them faster — keeps them healthier when displayed or planted.

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EASIER, MORE PROFITABLE PLANTING • EASIER, MORE PROFITABLE PLANTING method saves time, labor and stock . . . eliminates removal of plant from pot (no pounding, tapping or cutting of container to remove plant). The ART-POT and contents are placed undisturbed in the ground . . roots and everything remain intact . . . setbacks or losses due to "transplant-shock" are thus avoided. Right planting depth assured. Later ART-POT breaks down, acts as mulcher, LANDSCAPING CAN BE DONE ANY-TIME throughout summer because plants are undisturbed by this planting method . . and sales condisturbed by this planting method . . . and sales continue from Spring to Fall.

• PROPER DRAINAGE through holes in bottom. — DURABLE! Can't crack or break! — SAFE! No cuts; nothing sharp to injure hands. — EASY and ECONOMICAL to STORE and SHIP: Light weight; compact nesting. Ready to use; no set-up costs. — LOW COST... BIG VALUES... Buy them by the Carton. Write for data.

• SEVEN POPULAR SIZES: 14" x 13": 12" x 11": 10" x 10": 8" x 8": 7" x 9" (Rose Pot); 6" x 6"; 5" x 5".

SUPPORTS RAPID, ABUNDANT GROWTH ... here's proof: Keiding ART-POT removed from Sugar Maple after 5 months ... note exceptional roat-growth. Same roots, with soil washed off, shown below at left.

Based on data from Lab and Field Tests at Brown Deer Nurseries (Holton & Hunkel Co.)









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THIS STOCK CAN BE PLANTED DIRECTLY INTO FIELD ROWS NOW, OR ORDERED FOR DELIVERY THIS FALL, 1956, OR SPRING, 1957

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	Each Per 100	Each Per 500	Each Per 1000
Juniperus chinensis pfitzeriana, 6 to 8 ins.	\$0.35	\$0.33	\$0.30
Juniperus squamata meyeri, 6 to 8 ins.	.35	.33	.30
Picea excelsa nidiformis, 3 to 4 ins.	.35	.33	.30
Picea glauca conica, 4 to 6 ins.	.40	.38	.35
Taxus cuspidata capitata, 4 to 6 ins.	.40	.38	.35
Taxus cuspidata densiformis, 4 to 6 ins.	.40	.38	.35
Taxus cuspidata Hiti, 4 to 6 ins.	.35	.33	.30
Taxus cuspidata intermedia, 4 to 6 ins.	.35	.33	.30
Taxus cuspidata nana, 4 to 6 ins.	.35	.33	.30
Taxus cuspidata nana pyramidalis hilli, 4 to 6 i	ns35	.33	.30
Taxus cuspidata, spreading, 6 to 8 ins.	.35	.33	.30
Texus media browni, 4 to 6 ins.	.35	.33	.30
Taxus media hatfieldi, 4 to 6 ins.	.35	.33	.30
Taxus media hicksi, 4 to 6 ins.	.35	.33	.30
Thuja occidentalis nigra, 6 to 8 ins.	.30	.28	.25
Thuja occidentalis pyramidalis, 6 to 8 ins.	.30	.28	.25
Thuja occidentalis wareana, 6 to 8 ins.	.30	.28	.25
Thuja occidentalis woodwardi, 6 to 8 ins.	.30	.28	.25
Euonymus fortunei coloratus, 8 to 10 ins.	.30	.28	.25
Euonymus fortunei vegetus, 8 to 10 ins.	.30	.28	.25
Mahonia aquifolium, 6 to 8 ins.	.30	.28	.25

Sold in multiples of 25 per variety.

500 of any one variety or assorted varieties at 500 rate.

1000 of any one variety or assorted varieties at 1000 rate.

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